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Vol. 11

Future

Friday, February 16, 1979

University of
Central Florida

No. 21

BOR plans UCF research park

by Deanna Gugel

associate editor

The Board of Regents today will consider a proposal that will allocate 130 acres of UCF's land to a university-related research park that could increase the university's total value approximately \$60 million.

If the plan is approved by the BOR at their meeting at Florida A&M University in Tallahassee, UCF will be able to develop and to sublease the land to high technology, research-oriented industries. The research park could be in operation within two years, according to Ralph Gunter, director of sponsored research.

The BOR will also study a program to provide insurance protection for student health centers in the state university system and will consider a proposal to raise UCF Basketball Coach Torchy Clark's salary.

The research park will be located in the northeast quadrant of the university, outside of the main concentration of buildings, according to Gunter. Buildings for the research park must remain within the aesthetic quality of the others at UCF. The university plans to construct a road north of the Lake Claire that will be used as a main access road to the park.

Development of the land for the park could cost the university \$300,000, according to Gunter. He said the university is looking into ways to fund the land development and hopes to begin construction of the buildings in one year. The university has already been approached by two private industries and one federal agency who want to build in the research park, but Gunter said he could not reveal the names of those groups.

Under the plan which has been proposed, industries would build their own buildings. When their leases expire, if they are not renewed, the buildings will become part of the university.

Only research-related industries which have some relationship with the courses taught at UCF could build in the park. Gunter said the UCF park will include industries connected with environmental research, computer science, and health-related sciences.

The Florida State Legislature last year passed a bill that encouraged the creation of university-related research parks primarily to help improve the state's economy, Gunter said. The bill established a Research and Development Commission for the Board of Regents, who was in charge of setting up authorities for these research parks.

The Orange County Board of County Commissioners petitioned for an authority and was granted one. Last week the authority was formed and is

Research, page 5

Presto Chango!



Ken Brewer/Future

'Okay, here's how you do it,' says the Great off the Walldini. 'You say the magic word and out of the magic bag, you pull a rab...wait a second.' Walldini was played by Flip of the Locomotion Circus which performed on the VC patio Monday. For more on the story, see page 10.

Minorities director transferred

by Anthony B. Toth

editor-in-chief

In a move to strengthen the university's minority program, the Office of Minority Student Services has been played under the jurisdiction of the Division of Academic Affairs and its director was transferred to a position in the Community Relations Division.

The change took effect Dec. 8 when Napoleon Ford was appointed acting director of Minority Student Services, replacing Dr. Leroy Lloyd, former director of the program.

"There has been a reasonable amount of criticism that it (the office) wasn't meeting the needs of the students," said Dr. Leslie L. Ellis, acting vice president for academic affairs. He added that the criticism came from

students, faculty and observers.

"We had great doubts whether (minority) recruitment and retention were attained," said UCF President Trevor Colbourn. "(The office) also had personnel problems."

Lloyd was transferred to Community Relations because "he had certain talents and abilities in the area which were desperately needed, Ellis said.

Lloyd had no comment on the transfer.

A committee of vice presidents, W. Rex Brown, John P. Goree, and Ellis made the decision to move the MSS office from the Division of Student Affairs to Academic Affairs because the purpose of the office "was substan-

tially academic," according to Colbourn. Colbourn endorsed this change.

A search for a new director has been initiated, said Ellis, but interviews of prospective candidates have not yet begun. Ford said he wants to be considered for the permanent position.

Ford has already initiated some new programs to help create a better social atmosphere for blacks at UCF. There are plans to bring more black sororities on campus as well as starting a black musical group and gospel choir, according to Ford.

Before being appointed acting director of the MSS office, Ford worked in the Special Services Division of the university.

Today's Future

Space Squeeze

The library has kind of an unusual problem--too many books and not enough places to put them. While more shelves are on order, library officials must figure out where to put them also. See story, page 3.

Focus Winners

Our "Focus on Photography" contest is winding down to its final week. Next week promises the winners a \$75 and \$50 gift certificate. For a look at this weeks win...

We Lost

It is still hard to believe. But it only means that the Knights have to work harder to defend the Sunshine State Conference Championship. Consider the loss to Rollins only a temporary setback, see story page 14.

UCF Newsfronts

Educator Dr. Aaron Stern to lecture in VCAR Feb. 21

The life and teachings of Dr. Aaron Stern-formulator of the Total Education Submersion Method-are atypical and controversial.

Stern will speak in the Village Center Assembly Room Feb. 21 at 8:30 p.m. Stern, who is fluent in 10 languages, has written four books, one of which, "The Joy of Learning" was nominated for a Pulitzer Prize. He is an alumnus of 4 universities and has been commended by the United States House of Representatives plus a variety of organizations and individuals. Stern conducted a landmark survey of the government's Head Start Program and has been called the "man who raises geniuses".

As a fugitive from Nazi Germany in 1943, Stern spent two years, alone with only the cloths on his back, hiding in the woods north of Warsaw. During that time he fought off wild animals and henchmen and was forced by starvation to eat grass, berries, horse, dog and wolf meat. Stern was captured twice by the Gestapo and once escaped from a crematorium-bound train by leaping from it while it was travelling at full speed.

After World War II, as a teacher in a displaced persons' camp he began to formulate the theory of Total Education Submersion, which includes among its many elements, optimum use of existing community resources; teaching techniques

based on dialogue not monologues; the abolition of grades and the growth of students at their own pace.

To prove his theory, Stern, who had made his way to New York, called a press conference in 1952 and announced that he would raise his then infant daughter, Edith, according to his methods and would produce a genius.

As a result of Stern's training, his daughter, now in her twenties, has an IQ that may be in excess of 200. She graduated from college at the age of 15 in 1968 and taught mathematics as a graduate student at Michigan State University the following year.

Stern's approach to "intelligence" which he believes is nutured from birth, is in opposition to the controversial theories of Arthur Jensen and William Shockley, both of whom support an inherited, genetic cause for "intelligence."

Veterans' Affair Office sponsors employment rep

The Office of Veteran's Affairs in conjunction with the placement center has established an ongoing program with the Florida State Employment Service whereby a representative will be on campus every Thursday from 10 a.m. to 4 p.m. Interview appointments must be made in the Office of Veterans' Affairs, Admin. 282, prior to each Thursday. While this program has been instituted primarily for veterans, it has been extended to include anyone who "needs a job" either part-time or full-time.

S.G. LEGAL AID PROGRAM DIRECTOR IS NEEDED

Student Government's Legal Aid Program is in it's final stage of approval with the Florida Bar.

We will soon need a Legal Aid Program Director whose responsibilities will include coordinating the Legal Aid office and implementing the program.

Students with previous legal aid work or Allied Legal Services majors encouraged for this opportunity. This is a salaried position for 20 hours a week at \$2.90. All interested students stop by at S.G. or call Mark Omara at 275-2191.



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VC EVENTS

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feb. 21 vcar
8:30pm



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Total Immersion
Education
MPR Feb. 21
8:30pm

work-
shop
feb. 22



Library caught in shelf space squeeze

by Deane Jordan
staff writer

The next time you go to find a book in the library you may have to crawl on the floor.

"We're at the end of our rope as far as shelving goes," said Orlyn LaBrake, associate director of UCF's library.

"Normally, in an academic library, the shelves are two-thirds full," said LaBrake. Currently, the library shelves are full of books and many, said LaBrake, are being "shelved" on the floor.

LaBrake said that the \$1.1 million allotted to UCF last year for books included a proviso that the same funds could be used to process books which included cataloging, labeling and shelving them. But the money allotted for this year (\$1.1 million) did not provide for book processing. LaBrake added that last year's money, in part, went to buy journal back issues, which the library didn't have because of the short time the university has been in existence.

The buying of journal back issues,

most of which were in microform, did not take up space and lessened the impact of new books bought last year, said LaBrake. However the current processing of 3,000 new titles this year has put a shelf and study-space crunch in the library, which already holds some 267,000 volumes.

"Shelves are on order," said LaBrake. She explained the new shelves, which are due in about six months, will replace many study booths and tables in the library, which will lessen the space allotted to stu-

dents for reading and research.

LaBrake said that one survey showed that the library was used more often by students than the Village Center adding that the library stays open more often than any other building on campus for non-resident students.

"Normally," said LaBrake, "an academic library tries to seat 25 percent of the student body. We can seat about 6 or 7 percent now. When we put the shelving in that will put it back."

The library staff, which predicted

Library, page 12



Focus On Photography Winners Fourth Week



Richard Spencer was the winner of the fourth week's Focus on Photography contest (left).

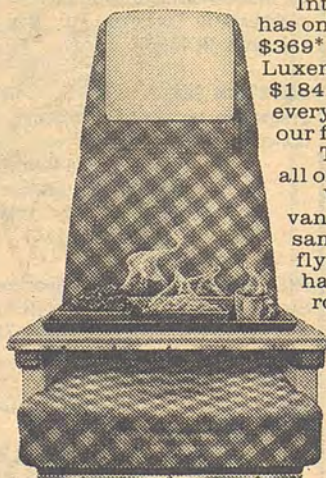
Marketing major Richard Eames, who has already won two first place awards in the contest, took second place (right).

Tuesday at noon is the deadline for entering the overall photographic competition. All previous entries will also be eligible for the overall competition.

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Blood bank holds drive

The Central Florida Blood Bank will sponsor a blood drive in the Village Center Multi-purpose room Feb. 20 from 9 a.m. - 4 p.m.

For more information, contact Dr. Edward Stoner in the health center or call 275-2701.

The blood drive is being held in response to an appeal from the blood bank for more blood.

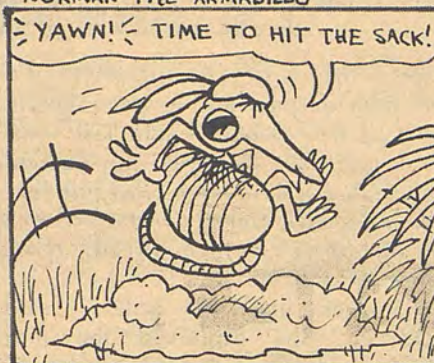
Poetry contest ends March 15

Little more than a month remains for budding poets to enter this year's Florida Poetry Contest, which is being sponsored jointly by UCF and The Florida Fine Arts Council.

Susan Hartman, UCF English instructor and director of the 1979 contest, urges entrants to send their work to her no later than March 15.

No more than three poems may be

NORMAN THE ARMADILLO



BY DAVE MITCHELL



submitted by an individual. All must be typewritten and previously unpublished. Name, address and category must be written on the back of each entry. Poems will not be returned.

There are five categories, with \$100 cash awards for each. These categories are non-students, university and college students, high school students, middle school students and elementary school students.

Pianist to benefit scholarship fund

Pianist Jerry Benton, a UCF graduate who got his master's degree in music at the Peabody Conservatory, will perform a program of Brahms, Beethoven and Prokofiev in the university's Music Rehearsal Hall Feb. 18 at 3:30 p.m.

Tickets for the afternoon program will be available at the door for \$2.

Deadline nears for PLC applicants

Deadline for applications to the President's Leadership Council is Feb. 23.

All interested students should pick up an application from the Office of Student Affairs, ADM 282.

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Roommates wanted - 3 or 4 female roommates wanted, utilities paid, furnished. \$100/mo., Contact Nancy Myers, 275-8518 after 12 noon.

Female roommate needed 3bdrm/2 bath apt. - Oakwood Village on Goldenrod Rd. \$93/mo.-share util. Ph. avail. at end of Mar. Call Susie or Pam at 677-0589.

Female roommate wanted at furnished 2 bdrm Sandy Cove apt., A.S.; young 20's, reliable, responsible, independent. Call Cheryl 834-1450, after 9 p.m. or days, 323-1450, ext. 282.

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Deadlines

Classified ads must be submitted in person no later than Monday, 4 p.m. On-campus rates are per line: 40¢ for one issue; 35¢ for two issues; 30¢ for three issues; and 25¢ for four or more issues. Payment is due at the time of placement.

Research

made up of Dr. Leslie Ellis, acting vice president for academic affairs; James C. Robinson, a member of the President's Advisory Council; County Commissioner Dick Fisher; David Hughes, president of Mid-Florida Industrial Development Commission, and Gunter.

The location of a research park in the Orange County-Seminole County area will cause the community to expand towards UCF, according to Gunter. He said the companies will expect middle-income housing, good public schools, and university programs to help their personnel if they are going to move staffs here. Gunter said he expects an increased in residential areas and commercial ventures near UCF.

Gunter said that university-related research parks are a recent educational phenomenon in the United States and there are only 17 successful ones in the country.

"The purpose of the park is to attract the type of industry to the park that matches the needs and capabilities of the university," Gunter said. "It's good for both the companies and for the university." He said the companies can get their research done by university students, faculty, and graduates and can use university services.

The university can use the companies to obtain that research which

will help their students, he said. "Students are better trained if they have the opportunity to work in the area of their specialization," Gunter said. "If you have a good university related research park, a student would work in those areas much the same as a student assistant."

The University of South Florida, Florida State University, and the University of Florida have also made plans to begin university-related research parks, according to Gunter. He said the universities would not be competing with one another, because each of the research parks would

develop to meet the needs of the university it serves.

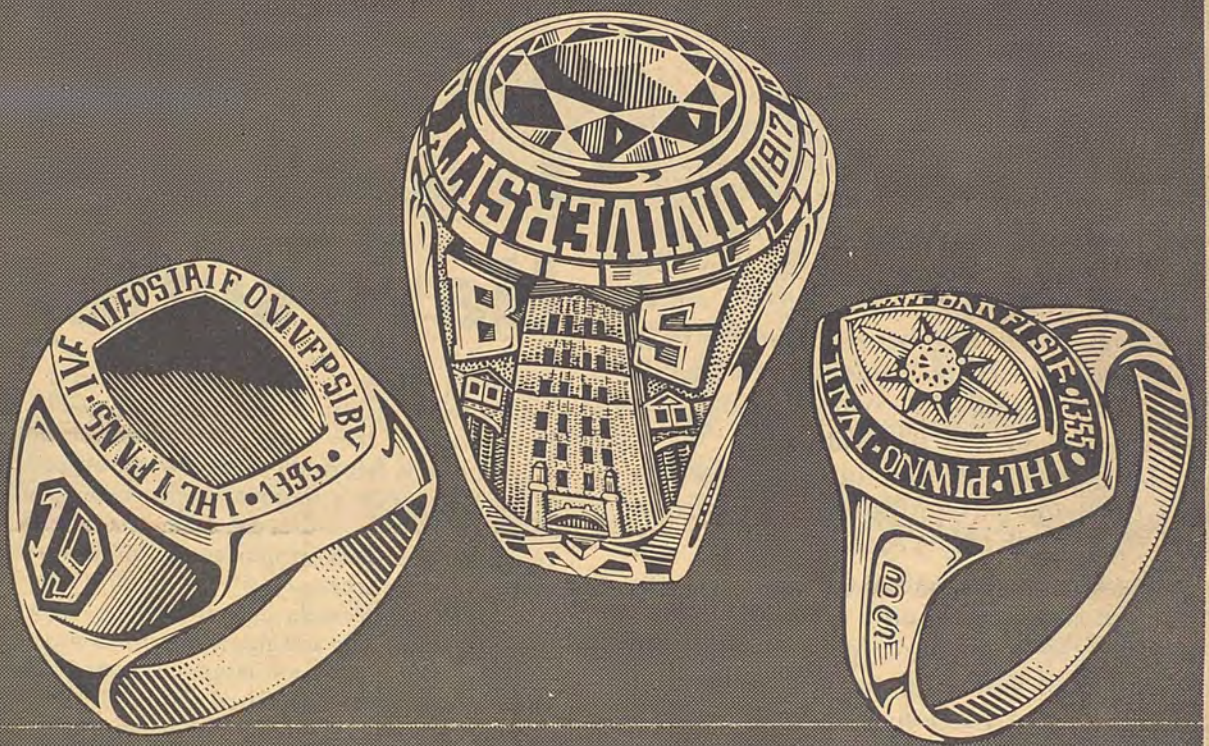
Gunter met with the Facilities Committee of the BOR Thursday, and that committee will give its recommendation to the BOR today. Gunter said he does not anticipate any problems with the proposal.

from page 1

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Research park will help UCF

Of the varied issues that face us, there is one on which there is almost universal agreement: the economy is in poor shape. One of the reasons cited for the decline in the economy is a drop in money spent for research and development.

The United States spends only 2.2 percent of its gross national product on R&D. The Soviet Union spends 3.1 percent. In the past few years the trend has been to slowly decrease the amount spent for R&D but hopefully, with President Carter's new budget proposals, the percentages will improve and a new emphasis in this field will be realized.

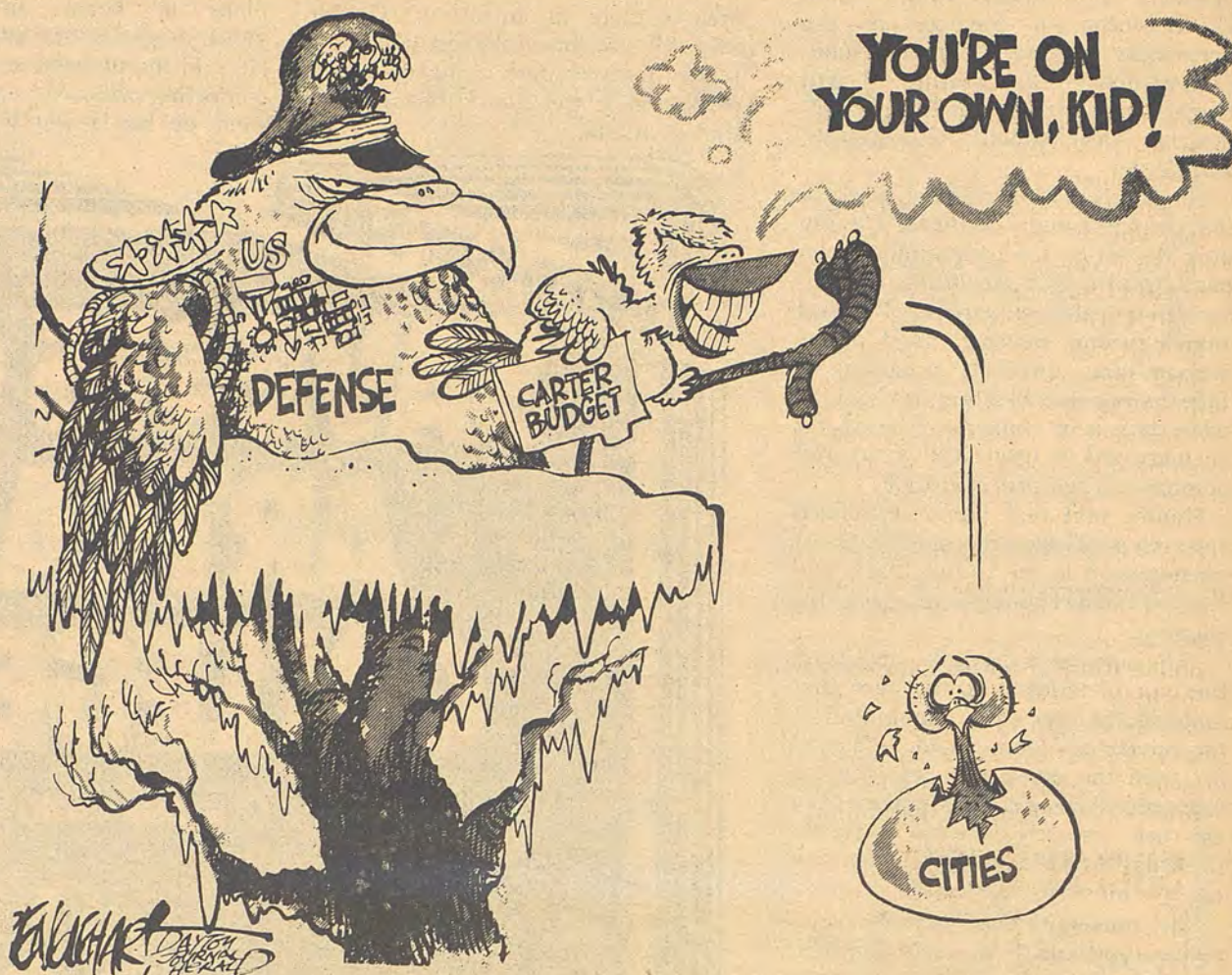
R&D is the basis for economic and technological growth. The President realizes this and the Board of Regents realizes it too. This is evidenced with the Board's initiative in the research park proposal.

It was a wise move to start developing this cooperative effort between industry and the university system. Not only will it provide valuable research in various fields, it will also give students an ideal opportunity to work in real-life situations with the types of companies they will encounter after graduation. The firms which decide to participate will also benefit from the close contact with the university. Students and faculty will help in the company's work to increase productivity and create new technology.

There is also a chance for the university to raise its profile nationwide if the program proves to be successful.

If the area economic barometers are to be believed, the Central Florida area may be partially spared from the recession that's predicted for the rest of the country. With the projected boom in construction of area attractions (Sea World expansion, EPCOT, convention center, etc.) the outlook is very good.

The university too, has reason to be optimistic. If the research park project is carried out properly and if the university takes an active part in the growth of the area, giant gains can be made for everyone involved.



Letters

Have suffered 'too long'

Editor:

In regard to your editorial about possible improprieties in the Office of Financial Aid (a situation now hopefully under *honest* official investigation), and in response to the ensuing surge of letters to the editor, we wish to express our opinion as long-term employees of this university.

For a career secretary, or any subordinate employee, it is *extremely* difficult to step forward and accuse or offer testimony against a superior. Every serious and honest employee hopes to keep his or her employment record un-muddled by any ugliness or conflict. Any formal grievance against a superior is always painful, and extremely disruptive to one's professional and emotional life; and no matter what the outcome, always leaves a permanent blemish, even if only emotional. It takes great courage to oppose a superior. It is easy enough for "friends" to offer praise or support for one in power!

Certain employees of long standing of UCF have long heard about improper activity in the Office of Financial Aid. Most subordinates faced with sexual harassment, or any other unsavory activity, would prefer to just quietly slip away and seek other employment, and not stir up more trouble and anguish for themselves. Nevertheless, we understand the several subordinates did courageously step forward and make formal complaints against Mr. Baldwin. Apparently, nothing effective was done to rectify the situation. When the super-courageous step forward only to meet nothing but obstruction of justice, what can we expect of the average employee?

Let us hope a few brave souls have come forward to offer their honest testimony—but frankly, we would trust the *Future* more than a committee possibly composed solely of administrative cronies of the *old regime*. We have observed that members of the "old regime" always try to cover for each other. Why? Probably because if one of that coterie falls through honest exposure, they all may fall through exposure.

We thank you, *Future*, for a courageous editorial aimed at disgorging possible impropriety and irregularities from one part of our university administration. Those of us with eyes and intuition know how widespread administrative corruption has been here in the past. And God (if such there be) help our new president, who we believe is courageous, honest and principled, and who has a mammoth job of house-cleaning ahead, before we will have a clean and healthy administrative environment. Too long have we employees, faculty and staff alike, suffered under the greivous burden, confusion, pain, and demoralization caused by common but powerful scalawags who, apparently, originally gained their positions and great power through nothing but pure political patronage.

Names withheld by request

Thanks to VAO for their help

Editor:

I would like to thank the Veteran's Affairs Office for their cooperation and help. Due to an error I was not certified for this quarter and my GI bill check failed to arrive the end of January. Upon reporting this to the attention of the Veteran's office, they got things in motion and cleared up the problem with the Veteran's Administration. They also helped me in obtaining a short-term loan to tide me over until my check arrives.

I would especially like to thank Timothy Ellis, Martha Bivins and Thom Costa for their help in this matter.

Jim Sweet

Letter Policy

Letter to the editor must be delivered to the *Future* by 3 p.m. on the Monday prior to publication to be considered for that issue. Letters must bear the writer's signature and phone number. Names will be withheld upon request. The *Future* reserves the right to edit letters.

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University of
Central Florida

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Complaints may be addressed to the editor-in-chief and appealed to the Board of Publications, Dr. Fredric Fedler, chairman.

The editorial is the opinion of the newspaper as formulated by the editor-in-chief and the editorial board, and not necessarily that of the UCF administration. Other comment is the opinion of the writer alone.

Guide dog is not a pet so do not pet

Editor:

Recently Linda Watson, a UCF student, returned from classes at Leader Dogs for the Blind with her new dog guide. Though Linda has been trained to work with her guide dog, she is encountering problems at UCF when people pet the dog or try to call it. The following information is addressed to the UCF community to help everyone to assist Linda and her new guide dog.

A GUIDE DOG IS NOT A PET - IT IS A GUIDE. The owner of a guide dog must know where he is going and direct the dog to the destination with commands. A guide dog does not read traffic lights, but crosses the street upon command from the owner, who must study the pattern of traffic. The dog will proceed when it is safe.

The relationship between the owner and a guide dog is a very special one and should be respected by others. The public is asked not to interfere while the dog is working. Please do not whistle or call the guide dog in any way since this could endanger the owner's safety. Strict discipline and praise are very important to the

working relationship of the owner and guide dog. Do not pet a guide dog when he is in harness-or when he is working. Always ask the owner's permission before touching his guide dog.

It is inappropriate to tempt or offer tasty morsels to the guide dog. The owner looks after the dog's diet very carefully. The animal is well fed and

does his job most efficiently when the recommended diet is followed.

To keep your pet dog from interfering with the work of a guide dog, keep it on a leash and under control in the vicinity of a dog guide.

Louise Friderici
Coordinator for Handicapped
Student Services

Pat on the fanny a legal problem

Editor:

In discussing with students and faculty colleagues the problems inherent in a situation such as the one being discussed in connection with the UCF Student Financial Aid office I have noticed a major misconception.

If, in fact, a UCF employee did "pat on the fanny" a student or a staff employee, that is not just an administrative problem; it may also be a legal problem. An unprivileged personal contact by an employer, supervisor or fellow employee can constitute sexual harassment. Sexual harassment is not just ugly; it is illegal. Each of us has a legal right to be free of unprivileged personal contacts in our employment and educational environments. If a student, staff employee, or faculty member believes that he or she is being subjected to sexual harassment, he or she should run-not walk-to the nearest attorney, legal aid office or Equal Employment Opportunity Commission office. If sexual harassment is found to have occurred, the individual and/or the institution may be subject to legal penalties.

Since I have no personal knowledge of the situation in the UCF Financial Aid Office, I offer no opinion as to the specific situation. I do know that sexual harassment is a serious problem in today's society, and it deserves serious treatment.

Patricia Winn Carter, J.D.

'Does someone have to die?'

Editor:

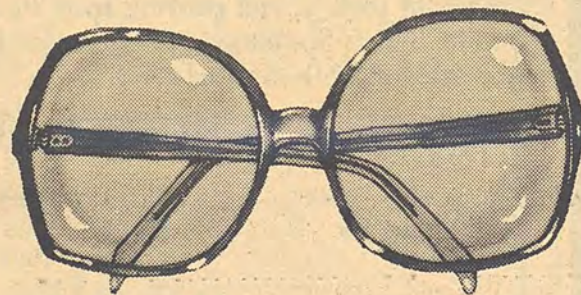
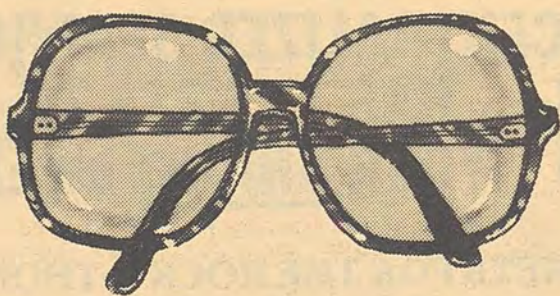
Last year, a lady's trailer and all of her belongings burned to the ground in Union Park. So what? Well, the fire department could not respond because it was out at the FTU dorms answering a fake call. Last Friday, someone set off a smoke bomb in the Administration Building's elevator shaft causing the fire department to rush out here.

Apparently, some people ignore the fact that by pulling fire alarms, calling in bomb threats, and so forth, they are endangering innocent lives and property. Many people in the United States have been killed when they were struck by speeding emergency vehicles. Does someone have to die in Orlando before UCF students become a little more responsible? Wasn't that lady's trailer enough?

There is only one place for someone that would risk other people's lives and property-jail.

A. Ray Miller

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WINTER PARK MALL

SENATE ACTION

Measures of 1st Reading

---Measures on 1st Reading---

Bill 11-42 Introduced by Ron Jakubisin: A bill allocating \$75.00 for senate gripe and information sessions.

Bill 11-43 Introduced by Ron Jakubisin: A bill allocating \$500 for a Baja Buggy.

Bill 11-44 Introduced by Jim Soukup and James Blount: A bill allocating \$300 for travel to the Arnold Air Society.

Bill 11-45 Introduced by Jim Soukup and James Blount: A bill allocating \$300 for travel to Angel Flight National Concave in St. Louis.

Bill 11-46 Introduced by Jim Soukup and James Blount: A bill allocating \$533.70 to the W.C.F. water ski club for equipment.

---Measures on 2nd Reading---

Resolution 11-11 Introduced by Rob Rotter and Jim Soukup: A resolution concerning the apportionment of the student senate.

Resolution 11-13 Introduced by Rob Rotter: A resolution requesting the distribution of 4 student government typewriters to various organizations.

---Meeting of Feb. 8, 1979---

Bill 11-37 Introduced by Victor Callazo, Mike Abernathy, and Mellissa Hamrick: A bill which amends the Legislative Statutes requiring student senators to maintain a grade point average of a 2.0 per quarter.

Bill 11-38 Introduced by Doug White: A bill allocating \$100 to the Beta Alpha Psi accounting organization.

Bill 11-39 Introduced by Russ Crispel and Rob Rotter: A bill allocating \$450 for travel to enrichment program for physical education majors.

Bill 11-40 Introduced by Ron Jakubisin and James Blount: A bill allocating \$250 for Rick Farley.

Resolution 11-12 Introduced by Jim Soukup: A resolution concerning the recognition of a 1/2 student Government Association at South Orlando Resident Center.

Bill 11-41 Introduced by Ron Jakubisin: A bill allocating \$200 to send a member of the peer counseling committee to a conference in L.A.

If you have any questions regarding any of the above pieces of legislation, contact Armondo Payas, V.P. student body at 275-2191.

Abernathy	P	Y	Y	N	Y	P
Baker	P	N	Y	N	Y	P
Blount	P	N	Y	Y	Y	P
Callahan	P	N	Y	Y	Y	P
Clevinger	P	N	Y	Ab	Y	P
Collazo	P	Y	Y	N	Y	P
Crispell	P	Y	Y	A	A	A
Crews	A	A	A	A	A	A
Curry	P	N	Y	YU	Y	P
Dvorak	P	N	Y	Y	N	P
Eudell	A	A	A	A	A	A
Fackender	P	N	Y	N	Y	P
Fulton	P	Y	Y	Y	Y	P
Hamrick	P	Y	Y	Y	Y	P
Huggins	A	A	A	A	A	A
Jakubisin	P					
Jakubisin	P	N	Y	Y	Y	P
Kennedy	P	Y	A	A	A	A
Keys	A	A	A	A	A	A

Korenbro	A	A	A	A	A	A
Lee	P	N	Y	Ab	A	A
Lenox	P	N	Y	N	Y	P
Mueller, K.	A	N	Y	Ab	Y	P
Mueller, M.	P	N	Y	Y	Y	P
Overstreet	P	N	Y	Y	Y	P
Ratcliff	P	Y	Y	N	Y	P
Riddell	A	A	A	A	A	A
Rotter	P	N	Y	Ab	N	P
Soukup	P	N	Y	Y	Y	P
Stegner	P	N	Y	Y	Y	P
Stover	P	N	Y			
Stover	P	N	Y	Y	Ab	P
Tharp	P	N	Y	Y	Y	P
Warnasch	P	A	A	A	A	A
White	P	N	Y	Y	Y	P
Yanas	P	N	Y	Y	Y	P
DBRC	P	A	A	A	A	A
BRCT	A	A	A	A	A	A
Ab - abstain						

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Movie Tickets		
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Wometco-Park East & West	3.00	1.75
Great Southern Music Hall (movies only)	3.00	1.25
University Drive In	3.00	1.25
Grapefruit Classical Theatre	4.50	3.00
Busch Gardens	7.80	6.00

Please remember that you are limited to two tickets per I.D. per purchase.

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BUL 3111	3 Legal Environment of Bus.	6-9 Thurs
EDUCATION (see off-campus section)		
EVT 3062	EVT 3366	EVT 3815
EVT 3063	EVT 3367	EVT 5260
EVT 4003	3 Overview of Education	6-9 Tues
EGC 6938	4 ST: Counselor Renewal	6-10 Mon
PET 6938	4 ST: Physiology of Health	6-10 Thurs
ENGINEERING		
OCE 1012	4 Oceanography and Space	6-10 Mon
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HUMANITIES & FINE ARTS		
ENC 1135	3 Exploring Literature thru Writing	6-9 Tues
AMH 3421	4 History of Fla. to 1845	6-10 Tues
REL 2302	4 World Religions	6-10 Wed
NATURAL SCIENCES		
STA 2014	4 Principles of Statistics	6-8 M-W
Zoo 1020	3 Biology of Man (color TV tapes)	
	2-5 M, 7-10 T, R, 6-9 W	
SOCIAL SCIENCES		
POS 2041	4 American National Government	6-10 Mon
PSY 3930	4 ST: Parapsychology	6-10 Wed
SOC 2000	4 General Sociology	6-10 Thurs
SOC 3150	4 Criminology	6-10 Mon
NAVAL TRAINING CENTER (NTC)		
ENC 1103	4 Composition I	6-10 Mon
PSY 2014	4 General Psychology II	6-10 Wed
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Flip, Bounce, Cyrus flip and bounce way to fame and fortune

by Joe Kilsheimer
managing editor

It's not every day you meet three guys named Flip, Bounce and Cyrus who spend most of their time doing somersaults, juggling or just plain falling down, but then I haven't been to a circus in about ten years.

Together, these three clowns, (if you will pardon the expression) call themselves the "Locomotion Circus." Locomotion, explained Bounce, comes from looking in a thesaurus for a synonym to the word motion. "I saw locomotion and that was it," said Bounce. "I didn't have to look any more."

Their repertoire takes many forms. At times they perform an "acro-dance" which combines their talents as acrobats with a jazz dance routine. Other times they resorted to pure vaudevillian tactics, using a lot of slapstick humor.

Flip compliments this part of the act perfectly with his Charlie Chaplin get-up and mannerisms.

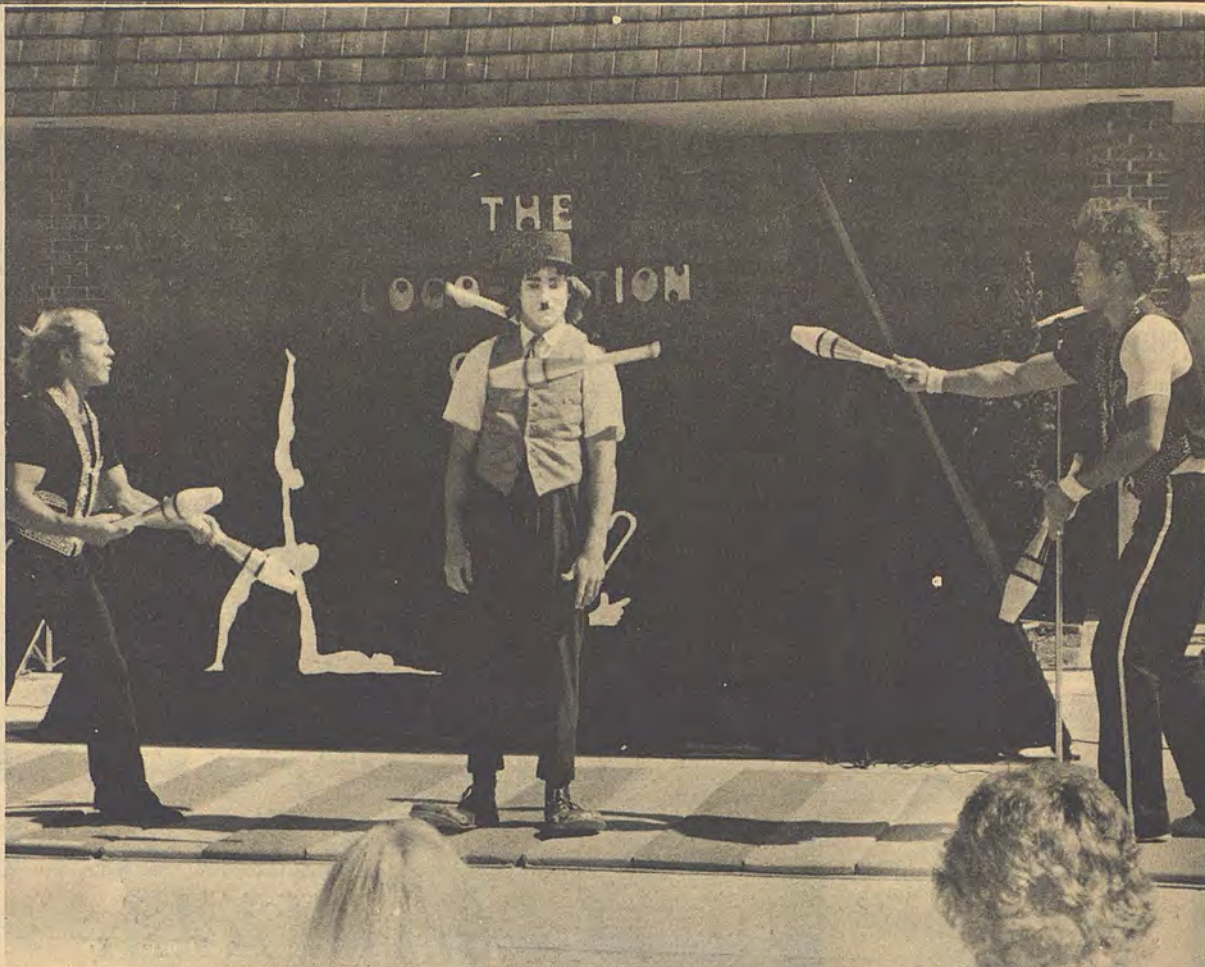
One sketch which they call "Macho Men" is pure Chaplinesque. Flip, complete with bowler hat and painted moustache plays a silent tramp while Cyrus takes on the appearance of a macho cowboy, reminiscent of one of the Village People characters.

"Boy!" bellows the macho man. "I am going to teach you how to do a back flip."

"Who, me," pantomimes the tramp.

"Sure boy," the macho man roars back. "All you have to do is put your hands up in the air, swing them around with a great force and flip yourself over."

After several uncoordinated attempts to swing his arms, the tramp jumps into the air and lands with the characteristic grace of an albatross.



The Locomotion Circus juggles their way through another performance.

Ken Brewer/Future

The audience roared its approval.

The Locomotion Circus got its start about five years ago in Amherst Mass. where Bounce and Cyrus were students at the University of Massachusetts. Both were training to be teachers, but when graduation came around, the prospects of finding a teaching job didn't exactly excite them, and they tried making a living as jugglers. Flip joined the troupe about two years later while Cyrus and Bounce were teaching at the Ringling Bros. School for Clowns.

"I started doing comedy spring-board diving in high school and I found I could make people laugh

doing that. When I got out of college, I really didn't feel like teaching and I had some friends at Ringling Bros., and that's where I met Bounce and Cyrus," says Flip.

All those acrobatics don't come naturally though, they each work out a minimum of three hours a day to keep in shape. Combined with the long hours of travel they put in, that makes for a very regimented schedule. "Friday, we have to be in Wilmington, North Carolina and Monday we are supposed to be in Texas says Flip. "It's kind of hard working out after driving that far."

Thorogood's new album gives you your money's worth

There's not a whole lot you can say about "Life For The Taking", Eddie Money's second album. It's certainly not a bad album, it's got its share of good songs, but for the most part it plods along without much variety.

The reason why Money's album seems unexciting is because I've been listening to another new release by a more obscure artist: George Thorogood and the Destroyers. They've released their second album, "Move It On Over", and listening to it is like finding an old box of treasure.

All the tunes on Thorogood's album are covers of one's by other artists, but chances are you've never heard of any of them. The music is fresh, inspired and played well. The headline of the back cover liner notes proclaims "Rockin' Rhythm 'n' Blues" and that is a most apt description of the LP. Thorogood covers old classics like "Who Do You Love", "Cocaine Blues", "So Much Trouble" and Chuck Berry's "It Wasn't Me." The best song on the album, though, is the title tune, "Move It On Over" which opens side one. The song grabs you by both ears and knocks you out of your

seat (or on to your feet). A listener who becomes disinterested listening to this is a hopeless case.

While Thorogood is giving revitalized treatments of older tunes, Money doesn't try to do anything very different at all on his album. At times he sounds as plodding as Foreigner's worst stuff, just heavy metal rehash. Other times though he comes up with a melodious tune that really pleases, such as "Can't Keep A Good Man Down" and "Maureen." "Maybe I'm A Fool" and "Love The Way You Love Me" also ring a hit potential. In fact, I'd be surprised if Money doesn't have two or three hits from this album.

Apparently though, that's all he's striving for at this point in time, content to be just another platinum hit-maker.

Maybe that's fine, to be another one of the seventies' rock idols, making hit after hit and getting your picture on the bedroom walls of teenage girls.

But as long as groups like George Thorogood and the Destroyers care about the music they're playing, that's where my ears will be.

Rockin' rhythm 'n' blues!

Winners named in Phi Beta Lambda Contest

In the Phi Beta Lambda Valentines fund raising project, first place went to Carol Larro who will select gifts valued at \$50. The second place went to Belinda Hedick who will select gifts valued to \$40. The third place winner was Dr. Glen Fardig who will select gifts valued at \$30.

Each contestant, for the price of 25 cents, was given a chance to guess the number of hearts in a jar. The number

of hearts in the jar was 7061.

The money earned from the contest will help send members of Phi Beta Lambda to state competition where they will compete in several areas of business.

Phi Beta Lambda is a business fraternity which is open to all business majors. They meet every Tuesday afternoon at 4:00 in the Classroom Building, room 113.

Concert Listings

Feb. 17 - Santana, Eddy Money, Curtis Hixon Hall/Tampa

Feb. 23 - Atlanta Rhythm Section, Orlando Sports Stadium

Feb. 26 - Paul Stookey, Great Southern Music Hall/Orlando

March 9 - Judas Priest, Great Southern Music Hall/Orlando

March 10 - Maynard Ferguson, Great Southern Music Hall/Orlando

March 11 - Rush, UFO, Curtis Hixon Hall/Tampa

March 13 - Styx, The Babys, Lakeland Civic Center

March 14 - Styx, The Babys, Lakeland Civic Center/Soldout

'A Doll's House' presented by UCF theater

The UCF Theater Department will present Henrik Ibsen's "A Doll House" beginning this weekend in the Science Auditorium.

The play, first performed a century ago, is the classic story of one woman's liberation. In the UCF production John Maynard plays the part of Torvald Holmer and Cindy Harper plays Nora. Other main characters are Ralph Bormet as Dr. Rank, Cheney Roberts as Mrs. Linde, Chuck Aitken as Neal Krogstad, Sally MacArthur as Ann Marie and Stephanie Grelko as Helene. Julia Sargis is the director of the production.

The play will be presented tonight, tomorrow, Sunday, and Feb. 22-24.

The shows will start at 8:30 p.m. each night and are free to UCF students with their I.D. card. Admission for the general public will be \$2.50.

African exhibit opens in art gallery

To mark the opening of a new art exhibition, the UCF Art Department is sponsoring a guest speaker Feb. 18 at 8 p.m. in Room 313 of the Humanities and Fine Arts Building.

Lecturing will be historian Dr. Robert Poyner. His topic, "Art as a matter of Life and Death," will coincide with the Art Department Gallery's exhibit, "Concepts of Self in African Art."

The exhibit is an extensive collection put together by the University of Florida Art Museum. It features sculpture and photographic displays (photographs as supporting material) done by the people of Africa.

The lecture is free to everyone. The Art Department Gallery is located on the third floor of the HFA Building and is open during regular business hours.

Senate gives \$250 to Rick Farley fund

by Mary Wilson
staff writer

In its Feb. 8 meeting, the Student Senate passed four bills allocating a total of \$1,043.20 from the Senate Working Fund.

The measure receiving the most debate on the senate floor was Bill 11-40 donating \$250 to the Rick Farley fund. The fund was established to help defray the \$11,000 hospital costs of Rick Farley, a UCF student who was struck by a car last November and now lies in comatose at a Tampa hospital.

Debate over the bill centered on the question of allocating senate funds to a private cause. Student Body President Mark Omara argued against the bill, citing passage as a bad precedent. Though acknowledging Farley's need for aid, Omara later commented, "I don't like giving the arbitrary sum of \$250 from Senate funds as a gift to a private citizen. I would prefer a resolution of support, or organizing a senate fund raising drive." Sen. Jim Blount argued that the merits of a case, not precedents, should determine the

judgement of the Senate.

During the bill's debate an amendment increasing the allocation to \$1,000 was proposed by Sen. Dave Lenox. Though Sen. Ron Jakubisin supported an allocation, he opposed the amendment feeling the large sum would make passage impossible. The amendment was defeated and a \$250 allocation was passed with 15-yes, 6-no, and 4 abstentions.

The remaining allocation bills passed in the Feb. 8 meeting partially fund travel expenses for various com-

mittees and organizations on campus. They are:

- Bill 11-38 allocating \$100 to the Epsilon Gamma Chapter of Beta Alpha Psi, a national accounting organization. The money will send one UCF member to the organization's national meeting on Feb. 22-24.

- Bill 11-39 providing \$493.20 to help charter busing for UCF Physical Education majors attending a state conference comprised of physical

Senate, page 13

Senate moves to recognize SORC reps


The Student Senate recognized the Student Government Association of the UCF South Orlando Resident Center at their meeting Feb. 8. The South Orlando campus joins those in Daytona Beach and Brevard in achieving senate recognition.

At present the representative body of the South Orlando campus is a five member committee. According to Sen. Susan Huggins, a sponsor of the resolution recognizing the center, the purpose of the committee "is to set up a charter and hold elections after the spring quarter."

Once the resident center is recognized, it has a great chance

of receiving Activity and Service Fee funding. The A&SF fund is collected from the tuition of all students enrolled at any UCF campus and is the basis of budget allocations made by the Student Senate.

According to Huggins, before recognition the South Orlando Center was entitled to 47 percent of the A&SF funds issuing exclusively from its campus. As a recognized legislative body, the center's committee is now entitled to representation on the A&SF committee which determines budgeting. The center will have a better opportunity to increase the amount and type of financing it receives.



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Library

this problem over a year ago, has been studying all the alternatives to the lessening of reading space and the practice of shelving books on the floor. "But none of them," said LaBrake, "are considered good."

There is planning underway to increase the library's size but the solution is several years in the future.

One solution, said LaBrake, was to get the non-library people and other departments out of the library. But such action was described by LaBrake as not being viable because of space

shortage all over campus.

"Although," said LaBrake, "a couple of classrooms would help as a place to put some books. What we really need is the first and second floors," she said.

LaBrake said she was sure President Colbourn knew about the problem. She

added that the administration was also aware of the situation but their level of concern was not known.

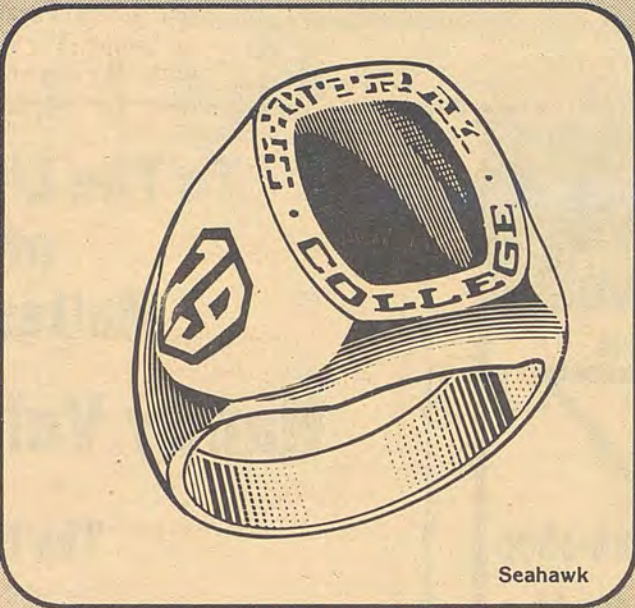
LaBrake said they have considered pulling off the shelves little-used books or boxing the new books. Putting new books in the aisle was called an "alternative." Placing the new books on the

from page 3
tables currently in the library has been ruled out because the new books would take up more space than the tables could provide.

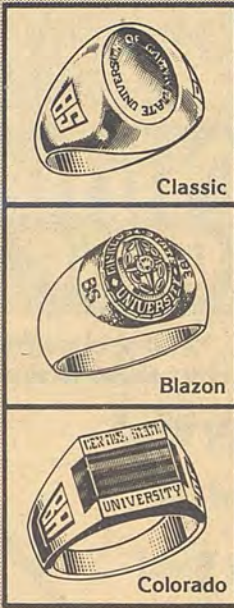
With the only partial, temporary solutions available to the library's current problems LaBrake termed the entire situation "critical."

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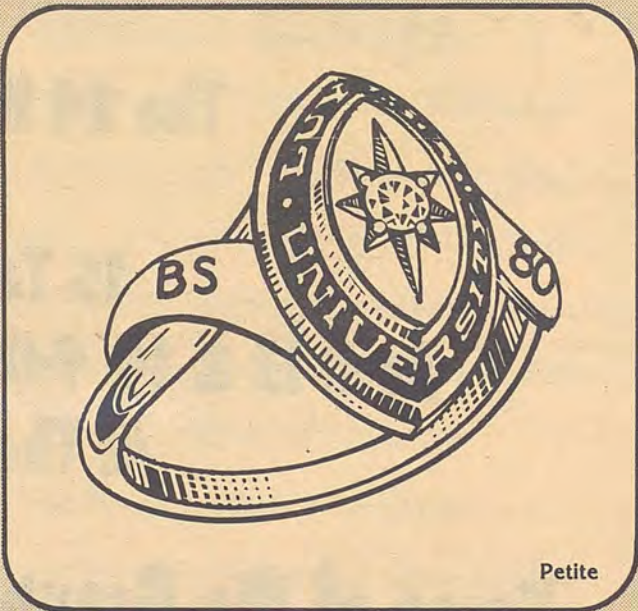
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Senate

education workshops and enrichment studies. The conference will be in Miami March 2 and 3.

• Bill 11-41 allocating \$200 to help meet travel costs to a Peer Counseling Seminar in Los Angeles. A committee is now investigating the prospects of peer counseling at UCF and believes sending a representative should save months of research time. One commit-

tee member will attend the seminar Feb. 22-24.

Other legislative action included the defeat of Bill 11-37 requiring that student senators maintain at least a 2.0 grade average per quarter enrolled, or be considered resigned. A right of appeal was added to the proposal, but the bill was nonetheless voted down by a 6-yes, 21-no margin.

PKA establishes fund to help brother's bills

Pi Kappa Alpha fraternity is sponsoring festivities at Lake Claire March 3 to raise money for an injured member's steep hospital bills.

Rick Farley, 24, former president of PKA, has been unconscious since he was hit by a car Nov. 10.

The fraternity is arranging a cookout and games at the lake and will exchange tickets for donations. Tickets will be sold by members two weeks before the cookout.

Anyone who can help with the cookout or can provide paper plates, cups or food and drinks is encouraged to contact Henry Allcott (677-0021) or Dr. Pete Fisher, assistant dean of men (275-2751).

Proceeds from the cookout and other donations will be placed in a special account at the Orlando Com Bank until a lump sum can be given to the Farley

family. Donations may be mailed to Pi Kappa Alpha fraternity, Box 26296, University of Central Florida, P.O. Box 25000, Orlando, Fla., 32816; or to Henry Allcott, 354 Strawberry Fields, Apt. 354, Winter Park, Fla., 32792. Checks should be made out to Rick Farley Fund.

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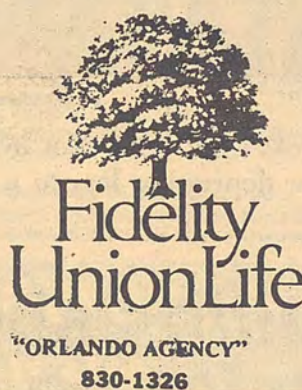
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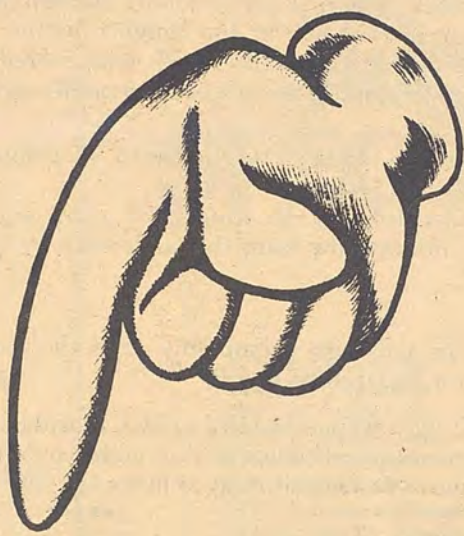
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EASTER PARADE AUDITIONS

Walt Disney Company will be casting people for their exciting Easter parade. The costumes require persons of athletic and/or strong physical stature. The auditions will be held Sunday, February 25 and Sunday, March 4 from 9:00 a.m. to 4:00 p.m. Persons interested will participate in a short movement exercise, no previous musical or acting experience required.

Minimum age is 16. Social Security card and verification of age is required.

Auditions will be held at the Center Building cafeteria located eight miles north on Rt. 535 from the I-4, Lake Buena Vista exit. The first left turn past the Casting Building entrance.

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CLIP AND SAVE THIS AD

The team will compete with colleges in Florida and the southeast on the Division III level, which is the lowest classification.

O'Leary said he has been trying to

To secure funds from the business community, Sen. George Stuart is sponsoring a fund raising luncheon to which members of the business community are invited.

O'Leary has also secured support from the media. For the next two to three months, he said, WDBO and WKIS radio stations will issue broadcasts urging the public to support the UCF football team and buy season tickets.

Rollins blows out Knight's Torch

.....

Rollins (110): Mahoney 5 0-0 10, Campbell 4 0-0 8, Rich 13 11-13 37, Crouch 9 0-1 18, Fiser 6 1-2 13, Colling 2 0-0 4, Durkee 5 2-4 12, Callaway 1 0-0 2, Zyburt 2 2-5 6. Totals: 47 16-25.
UCF (89): Jackson 7 5-6 19, Clark 13 8-11 34, Jones 4 4-4 12, Krull 1 3-4 5, Nix 3 0-0 6, James 0 0-0 0, Mekarski 0 0-0 0, Lemon 0 0-0 0, Stephens 3 2-3 8, Haas 0 0-0 0, Davis 2 1-3 5. Totals: 33 23-32.
Halftime scores: UCF 42, Rollins 53; Fouls: UCF 26, Rollins 27; Fouled out: Fiser, Nix.

Don't miss it!

- The tournament begins in the UCF gym Saturday, February 24 with two games, at 6:30 and 8:30. Sunday games are scheduled for 3 and 5 p.m. with the championship Monday evening at 7:30. Saturday and Sunday tickets are good for both games.

Ladies shorn by Florida Gators

The Lady Knights, who travel to Miami this week for the Dade North Invitational will host the Florida Association to Intercollegiate Athletics for Women State Tournament Feb. 21-24 in the UCF gym. They will play against either Tampa or Flagler, a UCF victim three times already this season.

Florida (78): Biener 7 5-7 19, McKean 1 0-0 2, Hoyt 1 0-0 2, Landolph 13 1-2 27, Fisher 7 2-2 16, Poorman 0 0-0 0, Bonner 6 0-2 12. Totals: 35 8-13.
UCF (73): Smith 7 3-4 17, Frank 4 3-4 11, Wilson 8 0-0 16, Boston 9 1-6 19, Newsome 13 6-5 23, Wiltson 2 0-0 4, Zimmerman 0 0-0 0, Springer 0 1-2 1. Totals: 31 11-22.
Halftime scores: UCF 33, Florida 37; Fouls: UCF 13, Florida 20; Fouled out: Bonner. Attendance: 80.



Steve Williams/Future

Leading Division II scorer Bo Clark looks hard for a shot over the tough Rollins defense Monday night in a depressing loss to a cross-town rival.



Ken Brewer/Future

Cindy Frank puts up a jump shot for the Lady Knights in their Tuesday night game with the University of Florida. The Ladies lost to the Gators, 78-73.

Intramurals

The Annual Intramural Track and Field Meet for men and women will be held this Saturday on the new UCF track at noon.

Late entries or substitutions will be accepted up until the race so, if you missed the sign-up and still want to compete, report to the track at noon. There are individual events. Relay and both team and individual entries will be accepted.

Intramural Results:

Soccer Final League Standings:

Iran 6-0-0	SX 1-2-2
Eagles 5-1-0	TKE II 1-3-1
PKA 3-2-1	XO 0-5-0
FS&S 3-3-0	Wowdies 6-0-0
KS 2-3-1	Tyes I 5-1-0
SAE 0-5-1	KD 4-2-0
LXA 0-5-1	ZTA 3-3-0
TKE I 3-0-2	Tyes II 2-4-0
Humps 3-0-2	DDD 0-5-0
ATO 3-2-0	AXO 0-5-0

Play offs:
Tyes over KD 2-1 (overtime)
Eagles over ATO 4-1
PKA over Humps 0-1
Iran over PKA 11-2
Eagles over TKE I 4-3
Championship:
Iran over Eagles 8-1
Wowdies over Tyes 4-3

BASKETBALL

Humps over BSU 47-46
PKA Lil Sis over ZTA 21-19
Ball Hawks over Hoops 47-46
KD over AXO 30-2
Psy Socks over Fossils 33-27
Forfeit over The Beavers 33-32
Rainbows over straights 35-30
Hawks over Humps II 36-34
Psy Socks over TKE II 45-16
Humps over Daytona Connection 88-47
Stingers over The Great Ragoo (forfeit)
DDD over AXO 18-12
TILKS over BSU (forfeit)
Humps Lil Sis over KD 32-12
SX over Chi Phi 42-41
Tyes over ZTA 15-14
KS over SAE 37-33
Hawks over Bushwackers 59-37
PKA I over ATO 49-41
Humps II over ARR 51-32
PKA I over SX 49-48
Humps over TILKS 54-32

Sports briefs Netters to defend title

The UCF Men's Tennis team, sole champs in the history of the Sunshine State Conference, are in Miami this weekend to defend that title. By all accounts it will be tough. The Knights, 6th in NCAA Division II competition last year, have a single returning veteran, junior Tom Lucci.

Coach Henry Brandon's team carries a 2-1 record to the tournament, with victories over Jacksonville and New York's CW Post, but the loss was an 8-1 beating at the hands of SSC rival Rollins.

Following the tourney, the Knights will play 17 consecutive home matches, not leaving town again until April.

Run for PESO

Runners--get your jogging shoes out and get ready for PESO's "Run for the Arts," to be held Sat., March 3, at John Young Museum and Planetarium at Loch Haven Park.

A two-mile Fun Run will be held at 7:30 a.m., and a 10,000 meter race will begin promptly at 8:00 a.m. Certificates, trophies, and medals will be awarded to finishers in each age group. The first 300 entries will receive visors, and t-shirts will be awarded to all runners.

An additional special feature of the PESO run is the participation of Gayle Barron, one of the best distance runners in America and a CBS sportscaster from Atlanta, Georgia.

Entry fee is \$5.00 and must be postmarked by Feb. 23. Late entry fee is \$6.00. Entries are available at Ivey's Department Stores, Burger King, and the Track Shack. For additional information contact: Special Events

Coordinator, Ivey's of Florida. Phone 644-8511, ext. 357.

The first PESO "Runs for the Arts" is held as a public service to promote running, health and fitness. All proceeds will go to benefit the Florida Symphony Society, Loch Haven Art Center, John Young Museum, Central Florida Civic Theater and the Council of Arts and Sciences.

Booters make Fla. all state

Four UCF Booters were selected members of the All State Soccer team.

Forward Paul Nuzum and Randy Deshield take their places on the first team. Lou Cioffi and Alex Penello help compromise the second team.

Deshield was chosen for the second year. This year he has also been named "All-South" player by the National Soccer Coaches Association.

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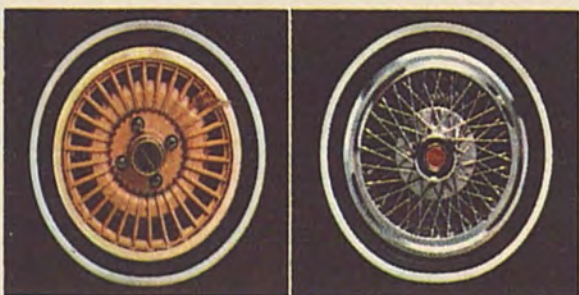
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An Inside Look at Today's Job Market

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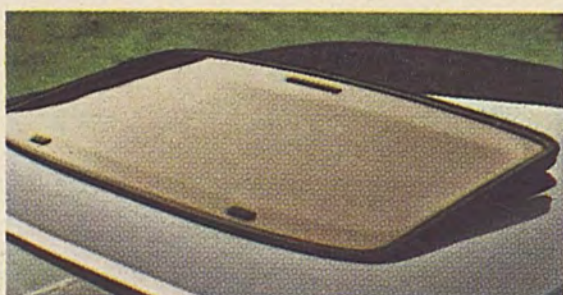


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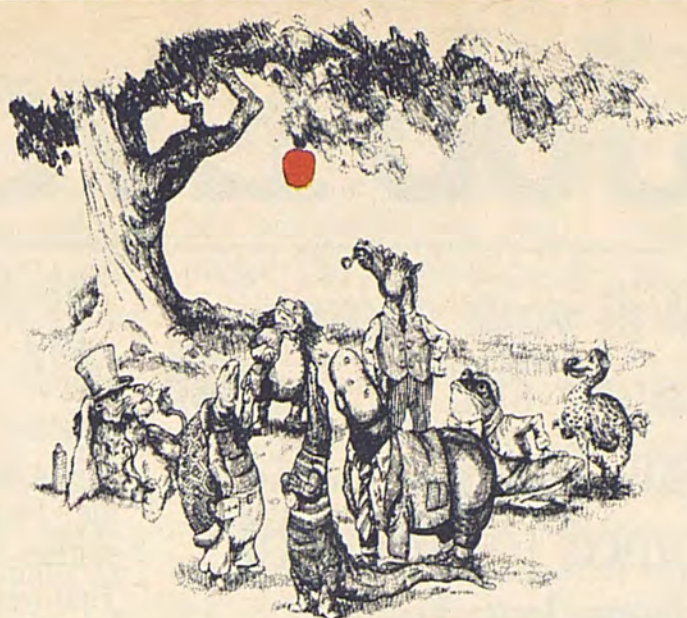
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The Big Career Picture



When kids plan glorious futures as pilots or models or lefthanded pitchers, they dream not only of the work they want to *do*, but also who they want to *be*. That's because your job tends to be a reflection of yourself, a showcase for your skills and personality. Deep down, most people want their work to be a personal adventure that explores new challenges and brings their special talents to the surface.

Finding that kind of satisfying job isn't easy. In fact, it can be a life's work in itself. The first big step, though, is planning out a career strategy, gaining the skills you need and finding the right kinds of practical experience. The second vitally important step is standing back to get the big picture—trying to really understand what's out there in the working world, how it operates and where you fit in.

Last fall, *Insider's Career Consciousness* issue focused on that first step of getting your plans and career goals on track during college. This issue takes the second step with a close-up look at today's job market—how it changes and what it holds for college graduates in a variety of fields.

For starters, "Job Evolution" examines some of the key forces that are creating new types of jobs

while turning scores of others into dinosaurs. "News from the Workplace" highlights some of the day-to-day details of life on the job—from new types of workday scheduling to fringe benefits to studies about human behavior on the job. "Their Work Is Play" talks with six young people in highly unusual jobs—while "Your First Job" discusses some of the big changes and adjustments that nearly every new worker has to face. And for a final overview, there's "Career Forecast," a look at the trends and growth areas in eight major career fields.

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Ford's sponsorship of this publication is an indication of their desire to provide services to college students. Please take the time to let us know how you like this supplement by returning the postage-paid response card found on page 8. And for more information on Ford's product line, use the card on page 16.

Good reading!

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Job Evolution

BY PATRICIA
WESTFALL

Will your chosen career still exist when you graduate? Stay tuned for some of these key forces.



Consider the chimney sweep.

Once, every urban neighborhood could support at least one sweep and his assistant. The top-hatted sweep, clothed in lore as well as soot, was essential to city life. Then came modern home heating systems and fuels. The sweep disappeared. That was progress.

Now comes the current energy crisis, and some people are shifting to wood stoves or rediscovering the fireplace. To serve them, the sweep has re-emerged, complete with top hat and Yellow Pages advertising.

This too is progress. Technological change eliminated the sweep, and attitude change re-created him. But in each case, change was the moving force.

There's nothing new about this process. The creation and elimination of jobs within an economy occurred long before the chimney sweep evolved and re-evolved. In fact, some historians believe the pyramids were built by pharaohs to make work for Egypt's unemployed.

Change has always affected jobs. What is new and frightening in this era is the rate at which change now occurs.

Herman Kahn, B. Bruce-Briggs and numerous other futurologists say change is now happening at exponential rates. This means that by the time we spot a social trend or problem, it's almost too late to react. In their book *Things To Come*, Kahn and Briggs use a bathtub to illustrate the concept. If it took a year to fill this tub one-tenth full of pollutants, and if events proceeded numerically, there would be nine years left to do something before the tub spilled over. But if the tub were filling at an exponential rate, then at the end of a year, when the tub was one-tenth full (and its owners had only just noticed the problem), there would be only 2.3 years left to do something.

In our time, knowledge is doubling every ten years; resources are dwindling monthly; population is exploding daily. The process creates enormous problems for society. In the four years an undergraduate spends in college, four million people will starve to death and 40 million more will suffer brain damage or physical ailments from malnutrition. Massive unemployment, shortages of raw materials, inflationary pressures, breakdowns in international cooperation—all are details of the larger crisis that Alvin Toffler calls "future shock."

No Stable Niche

No career is sheltered from the pressures of this rapid change. Law, for

example, has traditionally enjoyed a stable niche in society. No longer. The new field of jurimetrics is emerging, which could even eliminate the need for many lawyers. Computers would store and correlate legal information to such an extent that plaintiffs could bypass lawyers entirely. Instead they could go to a "law bank," much as people now go to a computerized bank window for cash. They would punch in the facts of their argument; the computer would then analyze all histories of similar cases and "decide" on the basis of the data which party should win the case. A computer would be able to scan precedents far more thoroughly (and cheaply) than a lawyer could, and might even decide more impartially than a judge.

And what about computer science, one of the youngest and most successful fields in the job market? The computer pervades almost every aspect of our lives. Surely it's one job area a college student can safely assume will exist at graduation?

Wrong. The very success of the computer is eliminating the need for some computer workers. The job of computer programmer, first created in about 1955, is going the way of the iceman. People are becoming so familiar with computers that soon they will operate them as readily as they drive cars. Programmers will be as superfluous as chauffeurs.

Psychology is another relatively young field which is undergoing a profound evolution. Recent advances in brain research have begun to untangle some of the elaborate chemistry of the nervous system. Many doctors now think that much of mental illness is chemically based; already there are a host of drugs which may actually cure certain mental disorders. MAO inhibitors, tricyclics, and other medications have allowed many manic-depressives and depressives to return to productive lives.

If indeed mental illness is found to be largely biochemical, then its treatment would logically return to medicine, where it began. This would eliminate the need for the nonmedical skills of psychologists. But as the role of psychologists declines in this area, it is increasing in other fields. In business, for example, a new and growing career is that of job enrichment specialist. This person, usually a psychologist, studies production methods and designs factory or office systems that workers find comfortable and stimulating.

Inevitably, rapid change has given birth to entirely new fields. One such field

is futurology, which uses scientific methods to study current trends and project their logical consequences for the future. These methods range from statistical analysis to brainstorming, but the goal is always to measure—not guess—what could happen.

Futurologists argue that society can no longer afford to wait until its tubs are one-tenth full before reacting. If problems aren't anticipated *before* they occur, we won't make it to the year 2000. Apparently society is making an effort to anticipate these crises, because the number of futurologists is increasing—exponentially.

Pressures for Change

Meanwhile, business, journalism, engineering, physical education, and anything else you care to major in are undergoing similar change at this moment. It's possible that the information you studied as a freshman will be out of date by the time you're a senior. Careers that were hot when you were in high school may not even exist by the time you finish graduate study. But why? What pressures are creating such rapid evolution?

The most obvious pressure for change is **population**. Four billion of us currently fuss, fume and jostle for housing, food and jobs. Six billion of us (at least) will similarly jostle by the year 2000. Even in this country, blessed with a falling birth-rate, population will continue to grow because the death rate continues to fall.

Jobs, unfortunately, are not expanding as rapidly as the job-seeking population. At present, our society "solves" the population/employment problem by encouraging youth to stay in school and by forcing older workers to retire. Yet there is growing resistance to both these solutions. Recent court cases are challenging the forced-retirement concept, and students likewise are growing resentful of a system in which graduate study isn't required to *do* the work, but is required to *get* the work.

Technology is another great force for change. In part, technology has caused the population explosion; many of us wouldn't now be alive if it weren't for advances in health, agriculture and industry. But in part, technology helps resolve the population problem, too. It's a never-ending cycle. The need for more food stimulates development of better technology which naturally keeps more people alive which enlarges population which stimulates more technology to keep more people alive. And there's no going back to a simple, less technologically complex time. We're born. We're here. We're hungry.

At the same time that technology makes it possible for four or even six billion of us to exist, it also eliminates the

jobs we exist by.

It is theoretically possible that all the goods and services the world needs could be produced by only 2 percent of the population. This tendency of technology to make workers superfluous while at the same time allowing their numbers to grow so large is creating critical psychological tensions.

Traditionally, work defines our lives. But if 98 percent of us don't need to work, what *are* we to do with ourselves? Something other than work must be found to determine both income and meaning in life—or 98 percent of us could be both hungry and frustrated.

A third force now putting enormous demands on our social institutions is **interdependence**; some thinkers call it complexity. No nation exists independently of any other now. The needs of population and technology force us all to trade and cooperate with one another in order to keep our systems going. We buy oil and sell Coca-Cola. Our universities train engineers and generals for scores of nations. Scores of nations sell us raw materials for our industrial processes.

The consequence is to exaggerate the effects of any local problem. The paralysis of Italy by terrorists, the droughts in Africa and Russia—all have social and economic consequences for the entire world. Writes Harold Shane, "Anyone's problems anywhere are everyone's problems everywhere."

A fourth pressure is the **depletion of resources**. As technology, population and interdependence all escalate, the world's reserves dwindle. Either better methods of recycling materials and producing energy must be found, or new resources (from the moon? the asteroids?) must be developed. Or both.

Fitting into an Uncertain Future

This oversimple list of pressures only begins to describe the problem. All of these forces interact, and all are changing irreversibly the work and the life you are going to have.

But where do you and I fit into this picture? Social action occurs at a level far removed from our daily reality. How does an ordinary person, with limited powers and ordinary ambitions, prepare for an uncertain future? There are three steps that can help.

The first step is to accept change for the force it is. If change is the only thing we can count on, then change is the only relevant major in school. "Minor," if you like, in business, economics, law, communications, science, whatever. But "major" in change, by trying to see in every subject you study how that field is being affected by the forces of change. Only by understanding these forces can you hope to prepare for their impact on your life.

The second step is to diversify your

talents. Many students already attempt this by double-majoring. The sociology major will take business courses; the business major, communications courses; the communications major, science courses. This double-majoring is an attempt by students to hedge their bets and give themselves more value in the job market.

An even wider diversification may be necessary. Perhaps we need to make career training itself less central to our educational lives. It is argued by many that work is going to be less important in the future. It may take less time in our lives through such practices as permanent part-time work or regular sabbaticals. Or it may be less important psychologically—taking as much time as it does now, but involving less of the spirit.

This suggests that you should prepare for greater leisure and less-taxing work by fostering in yourself other types of skills and interests.

The inability to handle leisure in a satisfying way is a real danger in our society. Workers whose unions have won them three-month vacations sometimes discover that all that free time is actually frightening. Those with well-developed hobbies and interests do all right, but those without such involvements have been known to spend vacation time at the plant, watching others work.

School is one of the few environments that give you both the time and the resources to pursue a wide variety of interests, pastimes and skills. And these sideline activities may become a larger part of your working future than the career you now envision.

The third step in preparing for a transformed future is to develop in yourself the strength to cope with change. This means finding a sense of self that allows you to keep things in perspective even during moments when the job market and the world don't seem to need you. The popularity of interpersonal relations courses and self-development philosophies is one sign that people are groping for this strength. And while focusing on self-awareness can sometimes lead to selfishness, it also has the potential to generate a feeling of stability—a sense of worth strong enough to sustain you through daily upheavals in the world. If it happens that the career of your dreams becomes extinct, you will be strong enough to find, or create, alternatives.

None of this will help you get a job, of course. But by being aware of the forces of change, by developing many different skills and interests, by having a genuine feeling of your own worth—you will, at the very least, be poised for the uncertain future. ■

Patricia Westfall is a contributing writer for 13-30 Corporation.

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Free Wheeling Flareside, center, Ford's famed Shorty—packed with good looks including pinstriping, blacked-out grille, black front and rear bumpers. Styled steel wheels, RWL tires, black low-mount western mirrors optional.

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New Ways To Work

Work is a source of identity and self-respect. Yet studies reveal that for most people, work is an unsatisfying experience. Workers at every level of the system complain of feeling like cogs in a huge, inefficient machine that can't fully utilize their talents and skills.

This complaint has sparked a series of reforms in both the office and the production plant. In scores of organizations, "job enrichment" specialists are restructuring tasks so that workers have more control over their own jobs and more time for other activities.

In some offices and factories, working schedules are set by teams of employees rather than by one foreman or supervisor. This gives the workers more personal responsibility for getting the whole job done. Another teamwork trend is the "open office," in which furniture and fixtures are rearranged to create more contact between workers. Setups like this seem to encourage the exchange of ideas and to make people feel better about their working environment.

Flexible scheduling—allowing workers to decide when and how much they will work—is yet another idea whose time has apparently come. While the 40-hour week is still the norm, increasing numbers of workers are able to opt for

News from the Workplace

Flexitime... What Workers Want... Fringe Benefits... Job Stress... And More.

To the average 19th-century office worker, paradise was an eight-hour workday and a lunch break. Things have changed a lot since then—and major innovations like the shortened workweek, unemployment insurance and paid vacation time are now merely business as usual. Attitudes toward working have altered as well, and people now want more benefits, more flexibility and more satisfaction from their jobs than ever before. These rising expectations—along with an increasing volume of research on job behavior—are triggering even greater transformations. Here are just a few recent developments that are making changes in the way we work:

shorter or longer workweeks and spread that time out to allow for child care, education or more leisure time.

A fringe benefit that many companies offer their high-level employees is sabbatical leave, a paid year off to travel, do research or study. Corporations are also providing more educational programs, recreational centers and counseling services to improve worker morale.

All these services contribute to an employee-centered working climate which its propo-

nents say is humanizing the workplace. But critics argue that these changes don't affect the substance of work. What does it matter when you come in, they ask, if the tasks you're required to do are trivial? However, follow-up studies of workers who've experienced some of the reforms reveal that the changes *do* make a difference in the way people feel about their jobs.

Futurologists see still larger changes coming. One pattern that's expected to take hold is the work/education/sabbatical cycle. Under this system, your life would contain alternating periods of work, schooling and leaves of absence—rather than blocks of education (in your twenties), work (in your middle years) and retirement (in your sixties). The cycle pattern would allow people to develop a larger number of outside interests and to stay abreast of technological change by keeping their educations up-to-date. According to futurologists, young workers today can expect a lifelong pattern of work, study and play in the years ahead.

Job Satisfaction



Most college-educated workers don't want more money—they want more psychological satisfaction from their work.

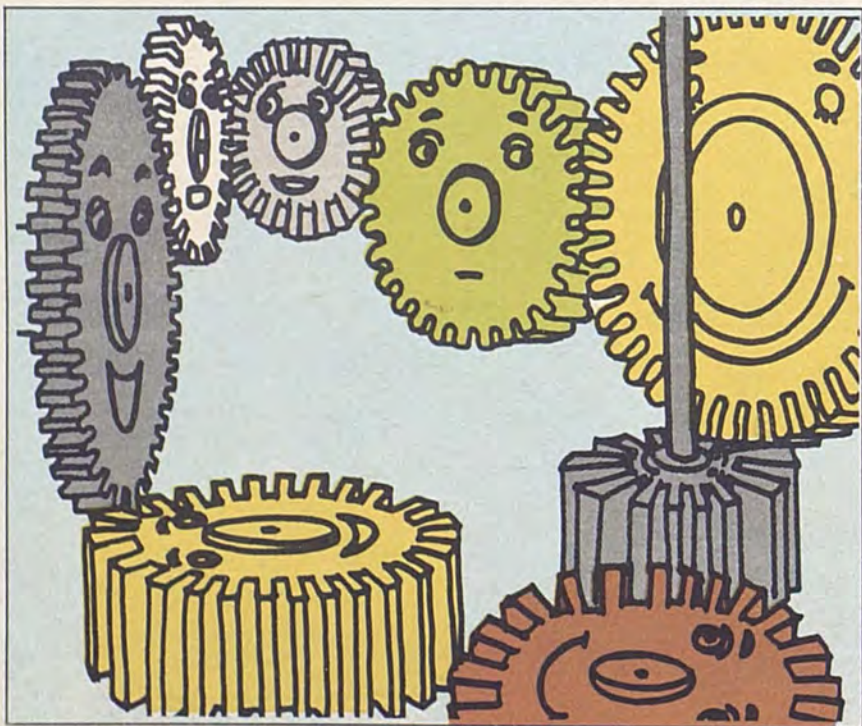
In a recent *Psychology Today* poll, readers said that the job benefits they prized most were the opportunity to learn and grow and the chance to exercise their talents and skills. Most were willing to work hard and put in long hours, if they felt they were doing something worthwhile. If not, they said, they'd just as soon quit and move on to something better.

Although the survey's findings cannot be generalized (the sample wasn't randomly taken and respondents tended to be younger, better-educated and more highly paid than the population as a whole), *Psychology Today's* report on the survey did contain some interesting results.

- Almost two-thirds of those polled would not accept a higher-paying job if it meant less interesting work. On the other hand, almost one-half said they would not accept a more interesting job if it paid less than their present one.

- Only 68 percent were satisfied with their jobs. Of those who weren't, the most keenly dissatisfied were young workers (under 24), blacks, and those with an annual income of between \$5,000 and \$10,000. Most people agreed that the most satisfying jobs were those in which they could feel good about themselves.

- Among the things respondents considered least important (though not necessarily *unimportant*) were fringe benefits, chances for promotion, physical surroundings at work and the friendliness of co-workers.



The Fringes Mount Up

There's a lot more to the average salary offer than meets the eye. Employee fringe benefits can add from 25 to 40 percent to your base pay. The number and total dollar value of fringe benefits vary considerably from company to company, but these eight types of benefits are most common among entry-level jobs:

- **Paid Absences.** Included here are sick leave, paid jury duty, vacation time and severance pay. Some companies don't credit you with paid absences until you've worked for a certain length of time—and the amount of vacation time may increase as the length of time you've worked for the company increases.
- **Cash Bonuses.** Such extras as Christmas bonuses and awards for good performance fall into this category. In some companies offer a share in the business itself. However, stock-buying plans are often reserved for long-time employees.
- **Insurance.** Health and life insurance coverage is offered by most companies as a fringe benefit, although employees often pay part of the total cost. One very desirable type of coverage to watch for is dental insurance.
- **Retirement Plan.** Many employers offer some kind of company retirement or pen-

What Personality Traits Lead to Job Success?

The most successful men and women are not necessarily the most competitive, according to two University of Texas psychologists.

Using a questionnaire designed to measure how strongly certain aspects of personality relate to success, Robert Helmreich and Janet Spence tested a group of scientists, students and business school graduates. The researchers found that the most successful men and women scored high on Work (the desire to work

hard and keep busy) and Mastery (the preference for challenging tasks)—but low on Competitiveness (the desire to best others). Competitiveness was a key to success only for those who scored low on the other traits.

Spence and Helmreich contend that "a strong need to live up to internally imposed standards of excellence, combined with a willingness to work hard, may be the most effective recipe for outstanding performance."

Job Stress

What kind of worker undergoes the greatest amount of job stress? Maybe a surgeon whose patient's life depends on his skill? Or an airplane pilot responsible for

working day? How about

stunts?

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les, research workers and

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1. How much time have you spent reading *Insider*?
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7. What did you like most about *Insider*?

8. What did you like least about *Insider*?

Testing

Seated at student desks in a small room, prospective Delta Air Lines pilots pore over a battery of psychological tests.

Hanging in the air are the mutterings of bewildered applicants. "So I like to sing in the shower! Will that make me a better pilot?" "Can it really matter that I hate cutting the grass, or what the best time of my life was?"

For many jobs, it *does* matter. More and more companies are using psychological

may not spell instant doom, but it is beginning to carry a lot of weight with employers. Standardized tests for assessing workers have been around for years, but lately the tests have become much more comprehensive, sophisticated and reliable. Most are designed to ferret out psychotic tendencies, determine mechanical ability and measure breadth of vocabulary. A whole battery of tests can take hours.

If you find yourself applying to a company that requires

tory, people rarely refuse to take them. Many of the questions may seem ridiculous, outrageous or downright invasions of privacy—but be sure to answer as truthfully and realistically as possible.

Psychologists and personnel workers emphasize that the tests are not given to knock people out of the running for a job opening. Far from being meant to disqualify you, the tests are for forming conclusions that both you and your employer will find



useful in selection and placement for jobs. Many of these tests not only gauge your psychological fitness for a certain job, but also indicate the kinds of work you'll find most satisfying. And that information can be of great value in planning a career. ■



Their Work Is Play

Most jobs are anything but tailor-made. While occupations grow more specialized, the work experience itself becomes more homogeneous. Architect, lawyer, clerk and banker, all seem to exist in a nine-to-five world that leaves too little room for individuality.

Of course, it doesn't have to be this way. The six young people below wanted work that was unusual, exciting, and uniquely theirs. They found—or created—special jobs to suit themselves. And their stories prove that working can be a very individual adventure.

Six Who Found Adventure on the Job

BY TIM SMIGHT

Paul Woessner, Balloonist

"I think I like the pure joy of ballooning the most," says Iowa State University graduate Paul Woessner. "You're flying around in this huge toy, and everyone who spots you becomes an instant kid."

At age 25, Paul is the current world champion of ballooning. He's also vice president and co-founder of the world's largest ballooning concern, World Balloon Corporation of Albuquerque, New Mexico.

"We fly promotions, give rides and lessons, sell and repair balloons," says Paul. "Everything that can be done with balloons, we do."

He discovered ballooning six years ago when two "aeronauts" landed in his family's suburban Chicago yard. "They gave me a ride, and it was just a pure rush of excitement," Paul recalls. "The next day I sold my motorcycle and skis and

started learning to fly." He soon bought his own balloon and began flying promotions at Iowa State, where he was a senior studying to become a veterinarian. It wasn't long before most of Paul's spare time was spent in the air.

"My interests just shifted to ballooning, and by the time I graduated, my G.P.A. was a hair too low for vet school," he recalls. While interviewing for work in the field of animal science, he was offered a job with an Illinois ballooning club as flight instructor.

"I snapped it right up. I figured I'd ride this horse for a while and see how long it ran. It's still running."

That same summer Paul achieved national recognition by becoming the first balloonist to cross Lake Michigan. Within six months he'd moved to Albuquerque—where he won the biennial World Championships last year—and had started World Balloon Corporation.

When not involved in World Balloon activities, Paul spends a lot of time competing and flying promotionally at

fairs and races across the country. But he enjoys fun flying most of all.

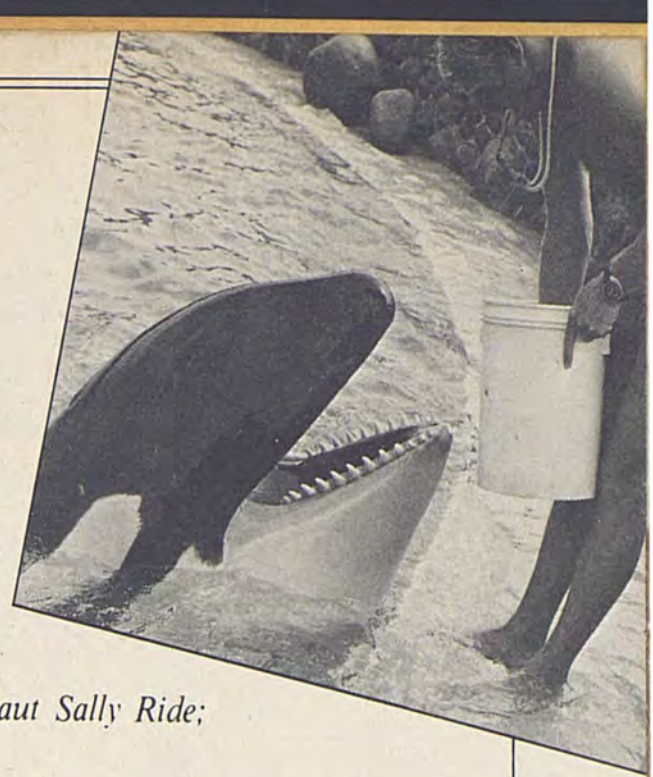
"The freedom and the unpredictability of ballooning just can't be matched by anything else," Paul says. "You never know where you'll land, or who you'll meet, so each flight is unique and fresh. That's why I'll never tire of it." He currently plans to help start a professional racing circuit—and he sees a bright future for what he calls "the sport of the gods."

"I think ballooning is about to explode, especially after the Atlantic crossing. There's nothing I'd rather be doing in the way of employment. Sometimes it's very hard to believe this is my job—because it's so much fun."

Rick Sawaya, Stuntman

Rick Sawaya, 26, makes his living getting into fistfights, jumping off buildings and crashing automobiles—as a professional movie stuntman.

"A lot of people tell me I'm crazy to be



Left to right: Balloonist Paul Woessner; astronaut Sally Ride; killer-whale trainer Bob Osborne.

doing this. But I love every minute of it," he says.

Rick, a Los Angeles native, is a second-generation practitioner; his father was—and still is—a stuntman. But Rick never gave any thought to going into the family business himself. Instead, he spent several years playing semi-pro baseball and drifting in and out of college without choosing a major. "I've always been very athletic, but I wanted to make it with my mind and not my body," he explains. Finally he dropped school and the diamond to pursue a career in sales.

"I worked as a sporting-goods salesman for two years, and did very well at it," he says. "Then one morning this guy called and asked if I'd like to be a gorilla in *Planet of the Apes*. I had to ride a horse through land mines, and I loved it. I was hooked."

That was several years ago, and since then Rick has worked on dozens of movies and television shows, from *Charlie's Angels* to *The Big Fix*.

"Once you're established, the calls keep coming in," says Rick, who uses an answering service and "beeper" to keep up with them. "You have to be good or you won't get work. That means knowing how to fight, fall, ride horses, drive like a maniac—everything."

All of this, of course, involves a certain amount of pain and hazard. Rick has been hurt several times, and once broke his kneecap jumping off a bridge onto a moving train for a *SWAT* episode.

"I enjoy the challenge and the danger," he says. "I can look in the mirror and smile like crazy, knowing I've done certain things. Of course, a lot of times I'm scared, but that's when you know you're alive. I've never turned down anything because of risk."

For Rick, "anything" has included hand-to-hand combat with clubs, being set afire, and taking a 50-foot fall from a building—backwards.

"That was in the movie *I Wanna Hold Your Hand*. I had to do it seven times," Rick recalls.

There's more to stunt work than physical abuse, however. Even a simple fight scene must be painstakingly choreo-

graphed, sometimes by computer. "Stuntmen used to be shut out of production meetings, but today we take an active part in everything," Rick says. "Pulling off a difficult stunt and doing it well gives me immense satisfaction. That's what this job really provides—a feeling of accomplishment."

Sally Ride, Astronaut

By the early 1980s, more Americans than ever will be journeying into space—to live, work and conduct experiments under NASA's space shuttle program.

Among this new generation of astronauts will be Stanford graduate Sally Ride, 27. Sally, holder of a Ph.D. in physics, is one of just 35 Americans selected from over 8,000 applicants to participate in the NASA project. She and five other women are destined to become the first female astronauts in the 20-year history of the U.S. space program.

"I wasn't really looking for an unconventional job," says Sally, who recently began a two-year training program at NASA's Johnson Space Center in Houston. "But when NASA notified Stanford's physics department that they needed astronauts, I applied right away. It's something important, and it seemed logical for me since I was studying astrophysics. When they accepted me, it was pretty exciting."

Sally had six months to finish up school before reporting to Houston last July. She's spent most of the past 10 years at Stanford, earning B.A. degrees in English and science, a master's in science and a Ph.D. in physics. At NASA, Sally still spends most of her time in the classroom—pursuing subjects like astronomy, geology and space shuttle systems.

"Astronauts don't do physical training anymore," Sally says, "but later on we'll be working in simulators. After two years we'll be assigned to flight." Sally is being trained as a mission specialist. Her duties will depend on the flight mission. She may be involved in retrieving and repairing satellites, or in performing scientific experiments.

When the program is in full swing, 30 to 40 astronauts each year will be sent on missions lasting from a week to a month. These missions will involve everything from satellite maintenance to earth observation and scientific research. In the future, the manufacture of drugs, metals and solar power stations may go on in outer space.

When missions are completed, coming home will be a lot easier than in the splashdown days. The shuttle, which will reach a maximum altitude of 600 miles, can return to land at Florida's Cape Canaveral or California's Vandenberg Air Force Base in a matter of minutes.

"I can hardly wait to go up," says Sally. "My whole family is really excited about it. Someday this may be ordinary—but right now I feel like a real pioneer."

Bob Osborne, Killer-Whale Trainer

Bob Osborne's teaching job requires patience, sensitivity—and raw nerve. For the past five years, Bob has trained the killer whales at San Diego's Sea World.

"I'm known as a 'behaviorist,' but basically I'm in charge of everything involving the whales," says Bob, 30. "I train them, feed them, play with them and perform with them."

"Fear? Let's just say I have a deep respect for the potential of the animals."

Although he holds an advanced degree in zoology from San Diego State, Bob got into this line of work in a roundabout way. "After I finished school, I worked for two years in business management," he explains. "I was miserable, trapped behind a desk. I applied for the job at Sea World because I wanted something unique, personal and outdoors."

Bob and his staff spend up to 12 hours a day working and performing with the park's four killer whales. They teach the whales tricks and routines that range from fetching objects to performing elaborate dance numbers.

"The whales are incredibly smart and curious," Bob says. "They don't have to channel their energies toward survival here, and that opens the door to more

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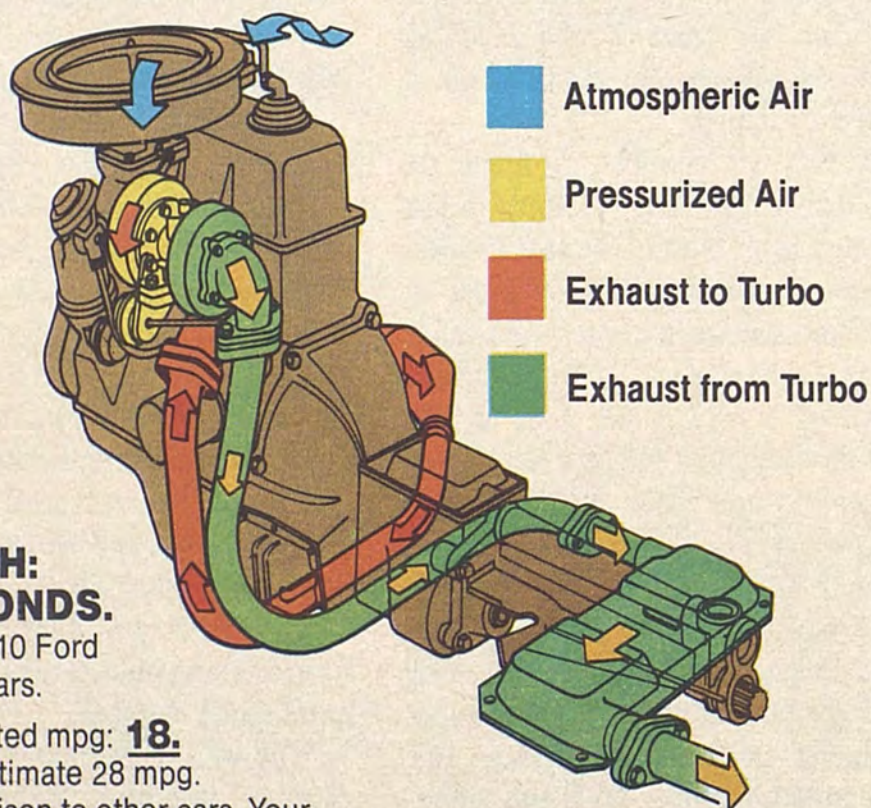
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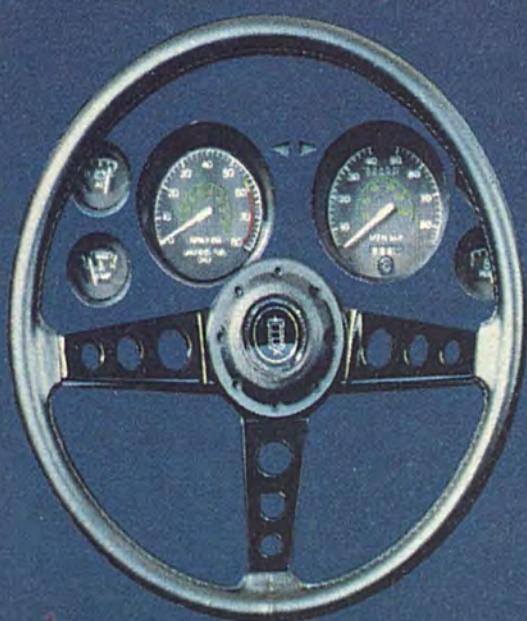
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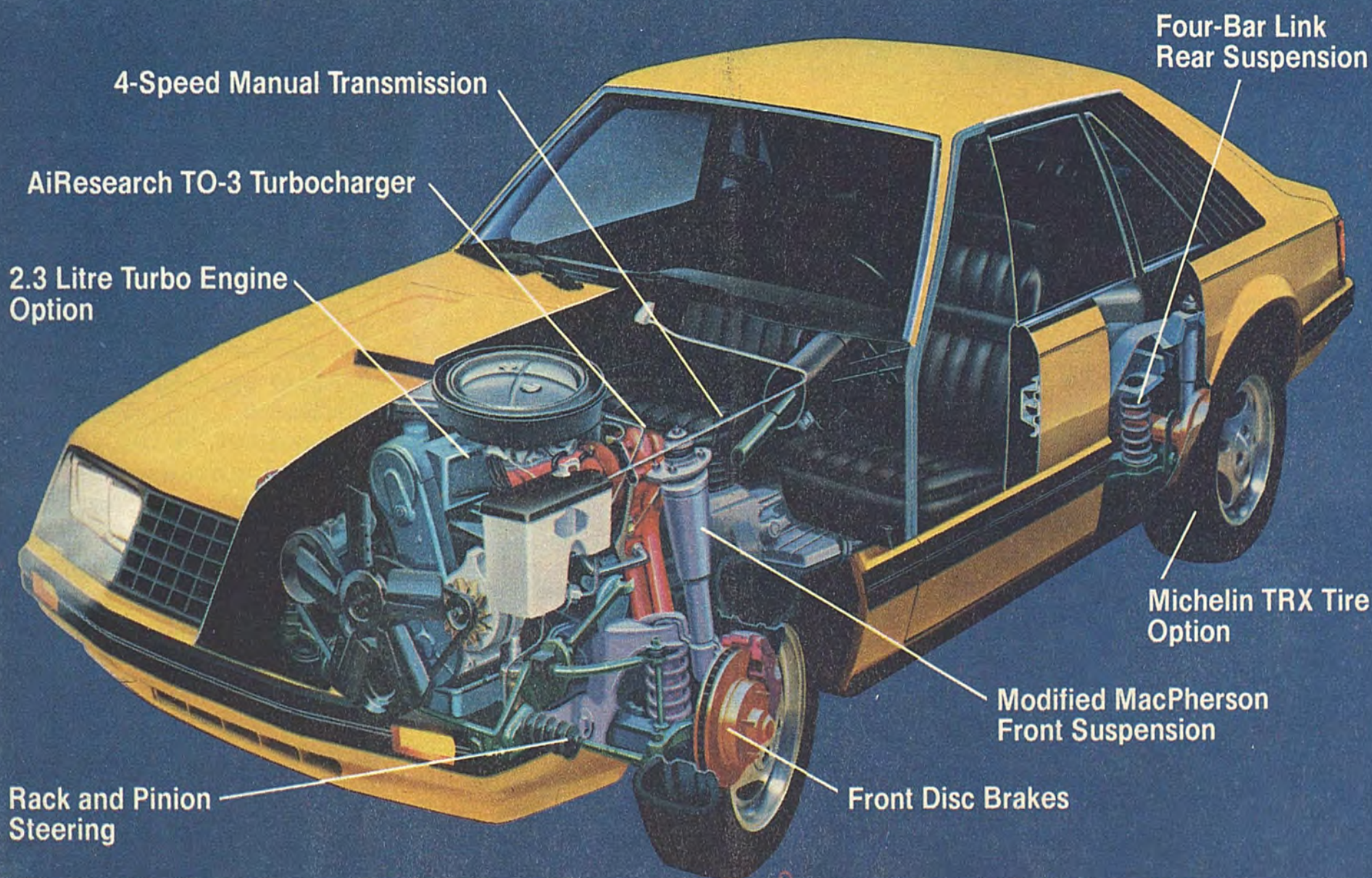


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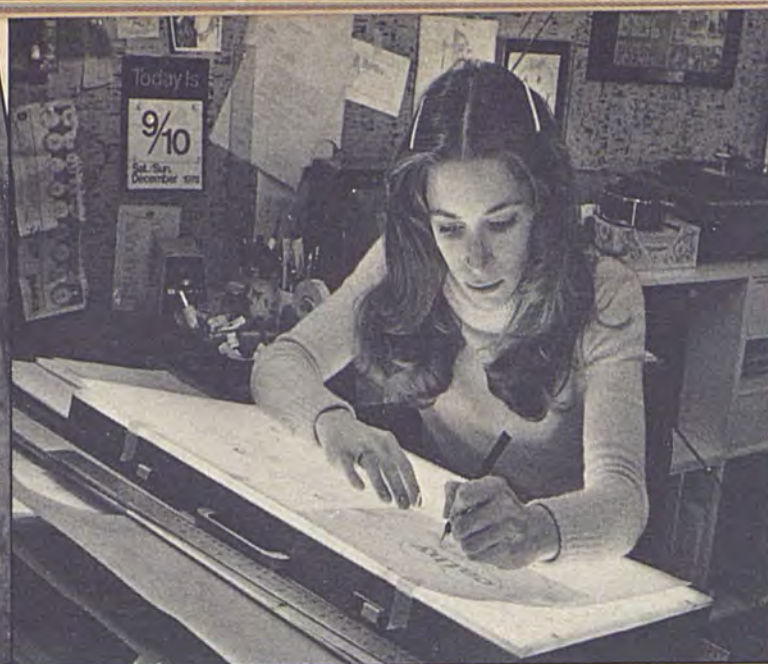


THE NEW
BREED

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Left to right: movie stuntman Rick Sawaya; cartoonist Cathy Guisewite; treasure hunter Craig Pennington.

creative behavior. I try to establish a rapport with each animal. The idea is to teach them to perform *with* me, not *for* me."

Developing that cooperative method of instruction helped Bob overcome his initial apprehensions about the job.

"I was very intimidated at first. Killer whales have big mouths and big teeth. They have a bad reputation, and I felt very vulnerable in the water with them. But I soon learned they're not malicious at all."

Bob says he has no desire to quit or return to an office position. "I consider my job a rare privilege. I'm outside all day, and working with the whales really fascinates me. Few people in the world get an opportunity to work with such magnificent animals."

Cathy Guisewite, Cartoonist

Like many college students, Cathy Guisewite dreamed of a job that would offer independence, recognition and a chance to be creative. Three years after graduating with an English degree from the University of Michigan, she reached that goal—as the youngest nationally syndicated cartoonist in the country. Her daily strip, *Cathy*, runs in over 120 newspapers and is read by millions of people each day.

"I still freak out sometimes when I wake up in the morning and realize I'm a cartoonist," says Cathy, who entered the field in true Cinderella fashion two years ago. How did it happen?

"My mother had a lot to do with it," explains Cathy. "I was working for an advertising agency in Detroit as a writer, going through all the traumas of young adulthood. I used to send my mother stick-figure drawings of me in certain situations."

Cathy's mom thought the cartoons were good, and at her urging Cathy sent them to Universal Press, the syndicate that handles *Doonesbury* and *Ziggy*.

"Two days later they sent me a contract. Suddenly I was a cartoonist—and I

could hardly draw!"

For a year Cathy kept her ad agency job—she'd risen to vice president—and tried to work on her new strip nights and weekends. "The pace got to be too much, so last year I quit the agency to work full time on the strip," she says.

Indeed, the cartoon's title is not coincidental. Much of what befalls Cathy-the-cartoonist is taken from the real-life experiences of Cathy-the-cartoonist.

"The strip is about being young and female in the '70s, with the conflict between traditional roles and the new feminism," says Cathy, now 27. "A lot of what happens to 'Cathy' happened to me first."

The young cartoonist works out of her Southfield, Michigan, condominium, and spends about two hours drawing each strip. She tries to keep three weeks ahead on the daily strip. "There's a good deal of pressure, since the strip is solely my responsibility," Cathy says. "But I love doing it. Sometimes I miss working with other people, but this is quite a rewarding channel for self-expression. I want to keep it going as long as I can."

Craig Pennington, Treasure Hunter

Craig Pennington spends his days in scuba gear, scouring the ocean floor in search of gold, silver and precious artifacts. For the past year, he's worked as a treasure hunter in Key West, Florida. The outfit that employs him, Treasure Salvors, has pulled up over \$25 million in booty in the past 15 years. Half of it has come from the wreck of a single Spanish galleon, the *Atocha*, which sank in a squall off the Keys in 1622. Its total payload: 47 tons of gold and silver worth over \$600 million.

"We've found hundreds of coins and artifacts from the *Atocha*, and five 75-pound silver ingots," says Craig. "There are 896 more listed on the ship's manifest."

Craig, 23, graduated in 1977 with a B.S. in biology from Indiana University of Pennsylvania. He went to the Keys on

vacation the following summer, planning to relax while deciding whether to tackle graduate school or look for a job.

"I just sort of stumbled on Treasure Salvors. They have two boats, and I met one of the captains," says Craig, who quickly contracted treasure fever. Although he had no scuba experience and had never even been on a boat, he was hired as a diver.

"I got my diver's certification in nine days," he adds. "Experience didn't really matter—they wanted people they could train. The fact that I had a degree got me the job."

Treasure Salvors, founded by noted treasure hunter Mel Fisher, employs about a dozen divers on its two boats. In 1975, company divers found the first evidence of the *Atocha*—12 cannons and two silver ingots. They've been bringing up treasure ever since.

Craig is now first mate of one of the boats, the *Swordfish*. He makes \$100 a week plus room and board.

"It's just living expenses, but if we find the *Atocha*'s midsection... well, there's a lot of treasure down there," he says.

As first mate, Craig is in charge of his boat and the crew of eight divers. They comb the *Atocha* site, an area about 45 miles from Key West that's marked by buoys. Craig has found a lot of coins, and a few swords and daggers, but so far no more silver bars. Most of them were in the *Atocha*'s midsection, which Fisher's crews have yet to locate.

"We'll get it eventually," Craig says firmly. "We're always finding clues, and that keeps us going. It's a real rush to find something. I found the first coin of the season, and it was pure jubilation."

Craig plans to continue hunting treasure indefinitely. "This is a once-in-a-lifetime opportunity," he says. "I'm gaining so much knowledge working with Mel, just learning about the sea. You can't get an experience like this in the classroom—or from a conventional job."

Tim Smight is a 13-30 staff writer who had to be forcibly restrained from going after one of these jobs himself.

Your First Job

What To Look For, What To Expect

BY DON AKCHIN

An industrial relations specialist once compared entering the work world to being an immigrant in a new country. In both cases, you must cope with a new language, a new environment, and different customs, rules and mores. The challenge of a first job, then, is as much handling the culture shock as it is mastering the particular work task.

The more forays you make into the work world before graduation—through part-time jobs or internships—the easier the transition will be. Though there will still be surprises, nearly everyone who's new to working faces similar adjustment problems, as career experts and recent graduates can tell you.



Your First Job Means Starting Over.

No matter how brilliant your professors thought you were, your first job means starting over—from the first grade. "As a senior in college, you're at the top of the scale," says Becky Troth, a 1978 graduate who works as a research analyst

for a small San Francisco firm that leases railroad cars. "I was an R.A., and sophomores came to me for advice. I felt old and wise. Now at work I'm back to being on the bottom. Everyone thinks I'm extremely young and extremely naive. In college, people told me I looked older. Now I have people telling me I look 16."

Some recent graduates react with the "I'm a genius" attitude. They know they're brilliant, and people who don't see that must be incredibly stupid. Consciously or unconsciously, many new graduates come across to others as elitist, smug, superior. These traits aren't becoming to beginners, and in the eyes of

your co-workers, you are a beginner.

Another common reaction is the opposite, the "I'm an idiot" feeling. You thought you knew a good bit, but suddenly you're overwhelmed with new data, new ways of doing things, and you can't possibly make sense of it all. That's more the attitude your co-workers were expecting you to show—but only till you've had a chance to settle in and gain confidence.

Perspective is the key. If you're humble enough to recognize that you have a lot to learn, but self-assured enough to know you can learn it eventually, you can steer a middle path toward making your job a

success. You can't possibly know everything the day you walk in. If you did, you'd be bored the second day. So admit it, and let the pieces gradually fall into place.

Suddenly, You're a Member of a Team.

You can't take too long to figure out what you're doing, however. People are depending on you and on the way you do your job. That makes it important that you master your work as soon as you can.

Being depended upon is not a typical part of the student experience. "As a student, if you screw up you're hurting no one but yourself," says Troth. "In a business situation, you're affecting everyone else by what you do." Until she started working, Troth didn't realize how much independence students have. Most can pursue their own interests without worrying about other people.

You are, in other words, a member of a team (the most junior member, remember), and the team's success depends in part upon you. That adds a weighty new responsibility, one that calls for more discipline than studentdom demands.

"If I woke up and didn't feel like going to class, I didn't," says Susan Archer, a personnel trainee with a major national retailer headquartered in New York City. "It's an adjustment just to go to a job every day. And I still find myself thinking, 'Well, I've got Christmas vacation coming.' But then I realize that I don't."

"I guess what I'm saying is, you're faced with a lot more responsibility at work than you ever were before, and you have to start taking things a lot more seriously. That in itself is an adjustment."

Performance Is the Only Measure of Success.

The first and foremost goal of any company is its own financial success. In college the fact that your term paper is in on time and reasonably good is important to you, perhaps, but makes not a whit of difference to the university. In the business world (and to a lesser extent in government and nonprofit agencies), your work affects the organization's survival. You can cost the company money if you do poor work that must be done again by someone else. You can bring money into the company or save it money

Options for the Underemployed

Your first job may be far less than the job you feel you deserve. Economists estimate that between one-fourth and one-third of all workers are underemployed—that is, working at jobs that do not use all the skills or training they have acquired. This problem is likely to continue, because each year the number of new college graduates exceeds the number of job openings for college degree-holders.

What can you do if you're in this situation? First, decide whether to keep pursuing the job of your choice or to lower your expectations. "Some people, somewhere along the line, ought to stop beating their heads against a wall and accept something less than they have been taught to fight for. They ought to bring their sights down a bit," says Chuck Sundberg, dean of UCLA's Placement and Career Planning Center. "But I wouldn't presume to advise anybody about that."

Psychologist Harry Levinson takes the view that *everyone* is underemployed. "All of us could do a lot more than we do on any given job. You have to accept that," he says. Levinson sees several alternatives if your only job opportunities are disappointing:

- **You can do the best you can at the job you can get, and earn a reputation at that work.**

Levinson's own consulting firm hired a college graduate as a typist. The new employee said she deserved a more challenging job. "Well, we don't have any challenging jobs for people who don't have doctorates," he told her. "We do have a typing job." If the employee does well at it, she may get to edit manuscripts and build a reputation that will earn her good references for later, more creative jobs.

- **You can keep looking for a more stimulating job.**

Les Szwajkowski, a journalism school graduate, applied to newspapers across the country without getting a nibble. After graduation he took a bartending job at a restaurant. But he didn't stop looking. One night a waiter told Les one of his customers was "looking for a writer." Les walked up to the customer's table and introduced himself. The next day he went in for a job interview and was promptly hired to write for an in-house magazine.

- **You can use free time on a non-demanding job creatively—to broaden**

your understanding of the business and find new work for yourself.

A woman with a degree in criminal justice stumbled onto a job in the warehouse of a large shipping company. She discovered that she liked the people, the work and the money. She also discovered that there were no women in supervisory positions at the warehouse, and she signed on as a trainee. Three years later, at the age of 25, she supervises 40 people, makes a comfortable salary of \$25,000, and doesn't worry about using her criminal justice degree.

What you should *not* do, if you feel underemployed, is let yourself get comfortable. The first reaction to underemployment, typically, is anger at not getting what you deserve; this is followed by a feeling of worthlessness, a sense that perhaps this job is the best you deserve or can expect. When that feeling strikes, look out. You are setting yourself up for chronic lethargy, which frequently deteriorates into terminal ennui. The longer you stay at a job that's "too small" for you, the harder it will be to leave. (And also, the harder it will be to explain to another employer why you stayed so long.)

On the other hand, a short stay in a nondemanding job might have positive benefits—particularly if you set a firm time limit on the length of your stay. Tom Elfin, a Macalester College graduate in economics, decided to reject two job offers related to his field and instead is temporarily advising customers about wines in a St. Paul, Minnesota, liquor store. He loves his work, and he has no doubts about whether he made the right decision.

"A lot of people take the first job offer that comes along in hopes that it will work out, instead of making sure the job will work out before they take it," says Elfin. "I wanted my first job to be something quite special." He rejected the two offers because "there didn't seem to be any room for creative involvement" or "any significant responsibility." So he is waiting, and continuing to look, and in the meantime having fun at his work. He considers the liquor store job the one *before* his first job. And he plans to be moving on to that first job, in the financial arena, within a few months. "I probably could be a lot more comfortable had I taken one of the other jobs I was offered," he says. "But I wouldn't really be serving my needs." ■

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This means pressure. There’s more pressure at Procter & Gamble than at many companies because it is company policy to dish out heavy responsibility right away. “You’re thrown into the fire and expected to hold your own alongside some of the most brilliant marketing people in the country,” says Tucker, whose first job, as a brand assistant, made him responsible for a budget of several million dollars. “There’s an extreme amount of pressure and a lot of competition between peers. But it’s not like a bitter rivalry. It’s very performance-related.”

Some students can earn top grades with a bare-minimum effort, and in school that’s all it takes for an automatic annual promotion to the next grade. In the business world, promotions are neither so regular nor so automatic, and sliding by is not enough.

Office Politics Can’t Be Ignored.

Even doing a good job may not be enough. Success often means both performing well and making sure the right people *know* about your performance. In other words, you have to use politics to your advantage.

Many discussions about office politics, or any politics, start from the assumption that politics is negative—at best, a necessary evil—and something that ought to be avoided if possible. That’s an unrealistic view. Politics is simply dealing with people to get things done, and wherever there are people, there is politics. The job that’s free of politics does not exist.

Says Chuck Sundberg, dean of the Placement and Career Planning Center at the University of California at Los Angeles, “Your supervisor has his own needs, wants, desires and aspirations, and those are going to affect the way he deals with you and the projects he’s supervising. You’ve got to be aware of that. And if anybody suggests that’s wrong, then they’ll never adjust to life, because that’s life, friend!”

Once you understand that office politics is a factor, you must deal with it constructively. “If you’re going to move in an organization, you need to find what are the political pathways,” says Dr.

“Doing a good job may not be enough. Success often means both performing well and making sure the right people know about your performance.”

Harry Levinson, a clinical psychologist who heads the Levinson Institute. “You cannot assume that just by doing a good job, you’re going to make it. You won’t. People have to know who you are and what you can do.

“That doesn’t mean you have to be manipulative,” continues Levinson. “But it does mean you have to take the time to get acquainted with people in an organization. Find out what different people do, what different departments do, and let people find out what you do—your skills and competencies. If you ignore that, you may find yourself getting the short end of the stick—not because people are malicious, but because they don’t know you.”

There’s A Lot Less Feedback.

Many recent graduates find it hard to get an idea of just how they’re doing. Feedback tends to come less frequently in the business world than in college, and some new employees find this frustrating.

“You don’t have grades, so you have no way to gauge how good they really think you are,” says Troth. “You want something to latch onto, and there’s nothing really tangible to say that you’re doing all right, or that you should improve.”

On most jobs, there is some formal evaluation of your performance after six months—or certainly within one year. But a lot of feedback is informal, and you must be attuned to it to pick it up. “You

have to be sensitive to the cues you’re getting in hallway conversations, such as comments about the paper this person did or the job that one did,” says Sundberg. “Most evaluation is quite informal and appears to be off the cuff.”

Troth says her supervisor seldom comments about good work, but gives *negative* feedback loudly and clearly. “I’ve had to adjust my expectations of what I expect to get back from him,” she says. But she has also found that “if you do one thing well, you’re given other things to do.” That, too, is feedback. “It’s exciting to know someone has enough faith in your abilities to keep handing you projects,” she says.

Troth describes a lesson her first job has taught her: “You can’t think you’re worthless if you’re not getting reinforcement from other people. You’ve really got to rely more on your own self-confidence.”

You Have To Watch for Opportunities.

Self-confidence may be in short supply those first few weeks on the job, when you’re trying to cope with all the adjustments this sudden dose of culture shock requires. Your immediate goal will be simple survival. But once you’re on your feet, don’t forget what you came for.

Your first job is more than a simple entry into the world of work. It has an important long-range effect: it starts your career in a direction. Ideally it will lay a solid foundation that your career can build on—and it will help you decide, early on, if the direction you’re heading in is the right one.

But the job itself doesn’t do these things for you. A great first job can offer you opportunities, but you have to act on them.

“You can’t put yourself in the hands of the organization and say, ‘Do something with me,’” says Levinson. “The organization can try, but it can’t take responsibility for your life. You have to take your own initiative.”

Here are some things you should gain from your first job:

- **Solid experience.** “What students ought to try to get most out of that first job is experience that is marketable for the next one—either in that organization or elsewhere,” says Sundberg. The most useful experience comes out of jobs that offer real challenge and serious responsibilities.

Charles Guy Moore, executive director of the National Institute of Career Planning, suggests in his book *The Career Game* that you select a job you

can grow into, then plan to grow out of it. A job that you can easily handle from day one doesn't stretch your mind or test your mettle. And once you've mastered a difficult job and learned all it can teach you, it makes sense to move on to a greater challenge.

- **Varied exposure.** Within your career field there are many different kinds of job possibilities. Your first job can be an opportunity to explore many of the options or at least observe them at close range. For starters, this means finding out what other people in your company do, and what their work offers them.

People who are hired as trainees have a head start. Susan Archer's job as a personnel trainee began with three months spent touring different divisions within the personnel operation at her employer's New York headquarters. "We got to see what happened in each one, and we were doing little mini-projects." Then the trainees were assigned to divisions. "I asked for training and development, and they asked for me, and here I am," she says. "I like this division. I like what they do here." One of her assignments will be to design next year's

program for trainees.

- **Flexibility.** The foundation of career knowledge you lay should be as broad as possible. The world changes rapidly, and today's glamorous occupation may be obsolescent tomorrow. You should get exposure to all the work experiences you can and try to keep your options open. In the direction you've set, there are any number of interesting side roads.

- **Visibility.** As Levinson noted in discussing office politics, you must not only do good work, but also have your good work noticed by those who count. In many cases, you can make yourself visible both to key people in your company and to people in your field outside your company. (One good way is to attend conventions or trade shows.)

- **Personal satisfaction.** This is what work ought to be all about. "That's the elusive goal—satisfaction with work," says Tucker of Procter & Gamble. "With me it means satisfaction with my own personal performance. I like doing a good job in anything I do. In many cases, you have to be able to derive satisfaction just from knowing you've done a good job, not from any praise you receive."

Whatever Happens, You Learn from It.

Despite all your efforts, you could find yourself in a company where you don't belong, in a career you're not really interested in after all, in a job that isn't suited to your talents. These things happen.

"No matter how thoroughly you research your own psyche and your own interests and the world of work," says Sundberg, "when you take a job you're going to plunge into something that remains fairly unknown. You might find yourself in the wrong company or the wrong field. You won't know that until you get your feet wet. Because of that, you might not do well."

"One might call that failing. I wouldn't call it failure. I would call it learning a lot."

Don Akchin, a survivor of First-Job Shock, is now a senior writer for 13-30 Corporation.

The Art of Matching A Company's Personality with Your Own

Companies have personalities just like people. You'll probably enjoy your first job more—and you'll probably be more successful at it—if your company's personality matches your own.

Dr. Harry Levinson of the Levinson Institute says that business firms have structures similar to those of families. The company personality is set by the example of its top executives, by the way it is organized and by the kinds of people it attracts.

How do you determine whether your personality fits the company's? Levinson says there are a number of signs to look for, both in the company and in yourself:

- **Handling affection.** Some companies shower praise on employees daily or weekly; some project the image of the strong, silent, never-completely-satisfied father. "Some of us need to have a lot of close personal relationships, other people tend to be loners, still other people need a lot of applause," says Levinson. "Some people need to please other people."

- **Handling aggression.** A government bureau may be a comfortable niche for a cautious person, but stifling to an aggressive risk-taker—who would be quite at home in certain companies

that share his head-on style. "Some people do better vigorously attacking problems or undertaking projects by themselves," says Levinson. "Others don't want to take risks; they're more cautious. Some people bend over backwards trying not to be seen as aggressively hostile; they have difficulty taking charge. Some people need to compete and vanquish people."

- **Handling dependency.** "Some may do better in highly structured situations where someone tells them what to do. Other people can't lean on anyone else, they have to do it all themselves," says Levinson. "Some can work interdependently, on a team. If you need to depend on a highly structured organization, you might do fine in the Army but you'd have a hard time selling Fuller brushes door to door."

- **Ego ideal.** Levinson: "All of us have a picture in our own minds of how we would like to be. That's called the 'ego ideal'; it's what we're always striving toward. We need to know what things we do make us feel good about ourselves, give us a sense of moving toward our ego ideal; and what things make us feel less good about ourselves." Companies also have idealized images of themselves. A humanitarian may feel

better about working for an organization that stresses the ideal of service over profit; a pragmatist might not.

Discovering the company's personality is a simple matter of on-the-scene observation and asking the right questions. "You can get a sense of a company just by walking in the front door," says Levinson. "You can tell by how people act toward you when you're being interviewed. You can look at the way the office is painted and decorated; whether it's congenial or uncomfortable; whether people are smiling or not; whether the place feels tense."

Talk to employees about what they do at work, what they like and don't like, and what the company likes and doesn't like them to do. Find out how long they've been there—and whether people generally stay or move on quickly. Read the bulletin boards. Listen to determine whether people are proud of the company or constantly complaining—and what they complain about.

After sifting through all this information about the company and matching it with what you know about yourself, you can decide whether you'll fit. Unlike the family you were born into, the company family gives you the choice of whether to join.

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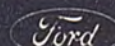
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Career Forecast

BY GINA PERA

Tracking the Trends in Eight Major Fields

When a job market forecast hits the headlines, it tends to seem as black-and-white as the page it's printed on. New lawyers face a long, hard search, the news reports declare. A dozen applicants appear for every job in journalism—and computer science is the sure-fire ticket to secure employment. Meanwhile, teachers haven't got a chance.

In reality, the employment picture isn't quite that simple. Within almost every field, job growth and job crunches exist side by side. If you have a strong yen for a field that looks tight, the solution is not to abandon ship for a different career, but rather to locate the key growth area in that field and go for it. Sure, newspaper jobs are scarce—but well-trained technical writers are in high demand. And law jobs may open up for graduates who can handle new methods of legal practice. And so on.

On the other hand, if you're headed for a career that's currently booming, it's not yet time to relax. Find out which jobs in the field may not hold steady in the near future. Some computer jobs, for instance, may be wiped out by fast-approaching technical advances, while others will enjoy more growth than ever.

Of course, it's impossible to predict exactly what will happen, but teachers, journals and professional associations can often provide inside information about future trends. It pays to seek them out and keep yourself thoroughly posted. Moreover, it's a good idea to go beyond the headlines and find out what the official job forecasters have to say about specific jobs in your field. The federal Bureau of Labor Statistics produces a number of publications that can be helpful guides. Many are available in your campus placement center or library.

The following is an overview of the trends, growth areas and prospects that forecasters have observed in eight major career fields:

Communications More Technical Writers Needed

The mind-boggling concept of black holes in space... ethical issues in genetic engineering... environmental causes of cancer. The sheer complexity of topics such as these has boosted the demand for skilled technical writers who can translate equations and lab results into readable prose for both the scientist and the public.

The federal government employs a large number of technical writers and editors in such areas as agriculture, health and space exploration. Especially in demand by the government are writers and editors to prepare manuals and training aids for military weapons and equipment.

The most promising future, however, lies with industry. Reports to stockholders, proposals for funds to conduct a project, instructions for a home microcomputer—the number of business publications is increasing, creating niches for qualified people who have writing ability combined with a scientific or technical background. Such writers may also prepare instructional material needed by sales representatives who sell machinery or scientific equipment. Meanwhile, popular magazines and trade journals need people who can make terms like photovoltaic, biomass conversion and microtechnology meaningful for the general public.

At the moment, there are no standard credentials for entering the field—but a strong technical or scientific background is encouraged, especially one in computer science, engineering, chemistry, and chemical engineering.

Job Outlook

Here's a look at the hiring prospects and average starting salaries for 18 of the most popular college-level jobs:

The Ratings: **X** = Prospects Excellent, **G** = Prospects Good, **H** = May Have To Hunt Some, **P** = Prospects Poor

Actuary.

\$9,300-\$12,000 X

Majority work for insurance companies. Prospects excellent for those having strong math background and passing at least two actuarial exams before graduating.

Architect.

\$8,400-\$10,500 H

Most work for architectural firms, builders, real estate firms. Prospects best in South.

Bank Officer.

\$10,000-\$12,000 G

Opportunities in branches of large and small banks all over the country.

Civil Engineer.

\$14,900-\$15,300 G

Most work for federal, state and local government agencies or in the construction industry.

College/University Teacher.

\$12,000-\$16,000 P

One-third in universities; two-fifths in two-year colleges.

Dietician.

\$11,300-\$11,500 G

More than 50 percent work in hospitals, nursing homes and clinics.

Home Economist.

\$9,300-\$12,400 H

Competitive conditions in most areas of home economics, especially high school teaching positions. However, prospects in university teaching will be good.

Hotel/Restaurant Management.

\$10,000-\$12,000 G/H

As leisure-time expands, job openings will increase.

Industrial Engineer.

\$14,500-\$16,000 X

More widely distributed among industries than any other type of engineer; most work in manufacturing.

Source: Occupational Outlook Handbook

Health A New Breed of Paraprofessionals

The trend toward better and lower-cost health care for everyone is expanding established medical careers and creating new ones.

New types of health paraprofessionals—nurse practitioners and physician's assistants—are being trained to provide an increasing amount of primary health care in the U.S. The purpose is not to replace doctors, but to increase their productivity by taking care of routine medical treatments and commonplace illnesses—the sore throats, cuts, bruises, sprains, rashes and itches that often make for inefficient use of a specialist's knowledge and expertise.

Both the nurse practitioner and the physician's assistant are educated in medical centers, but most programs last no longer than two years. The physician's assistant is limited to practicing under the supervision of a doctor. The nurse practitioner, on the other hand, must already be a registered nurse before entering the program and may work either as part of a medical team or in private practice, depending on state laws. For this reason, nurse practitioners often have an easier time getting jobs, especially in areas hard-pressed for doctors.

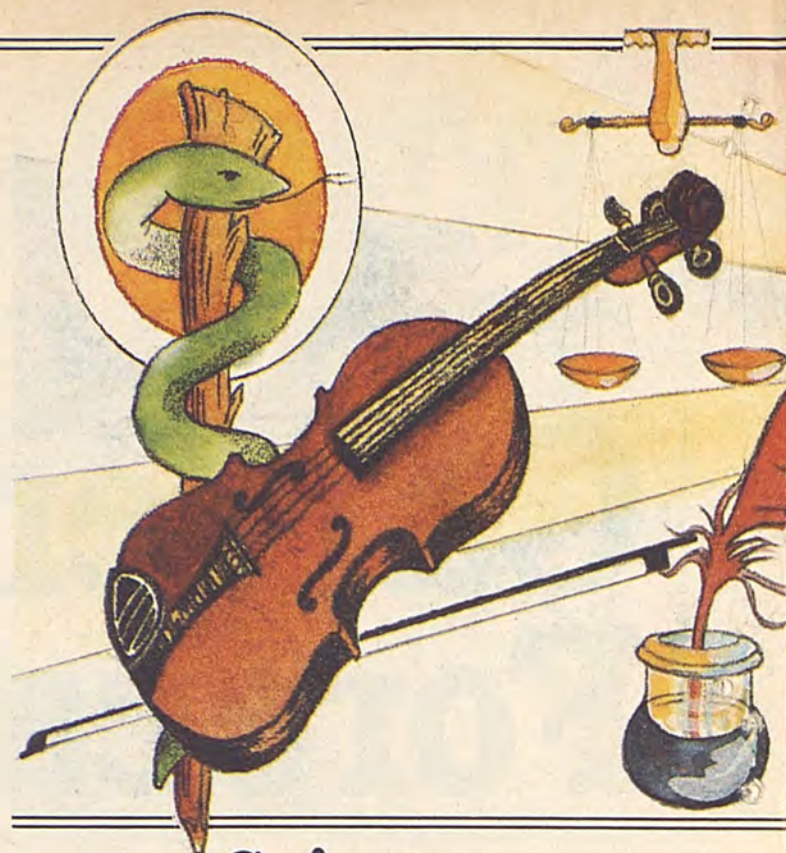
The Arts Managers Are Hot

As theater, dance and music companies spread from big-city concert halls to small-town auditoriums, more administrators are needed to manage the business end of the arts. Half of the nation's 200 arts councils have full-time directors with salaries ranging from \$10,000 in small towns to \$60,000 in the larger cities—plus lots of free tickets.

The arts manager has to be prepared for a variety of odd jobs, from negotiating contracts to arranging publicity to budgeting the costs of a nationwide tour. Yet the arts manager's most important role is often that of fund-raiser—shaping a well-planned program proposal as part of an application for government funds, or locating alternate sources such as local business donations or major grants made available by corporations.

A love of the arts, sound business sense, and courses in statistics, accounting, marketing and labor-management relations are good qualifications; larger museums and companies, however, often want business administration or law graduates.

Several schools, including UCLA and the University of Wisconsin at Madison, offer programs in arts management similar in structure and course content to the master's degree in business administration. UCLA's program is probably the largest in the country, although almost 30 colleges now train arts executives. Most curriculums even include an internship with an arts organization over the summer or during a semester.



Science

New Specialties Replace Old Computer Jobs

From the mom-and-pop grocery to the doctor's office, lower-priced computers are appealing to businesses of every kind. As a result, the market for computer-related jobs is experiencing both rapid growth and change.

New products and services geared specifically to the problems of smaller firms require more programmers, designers and analysts, plus many new computer specialists. For instance, the "network specialist," an engineer-scientist, designs and operates a collection of small computers that can function independently or be hooked up as one big unit to take on tougher jobs.

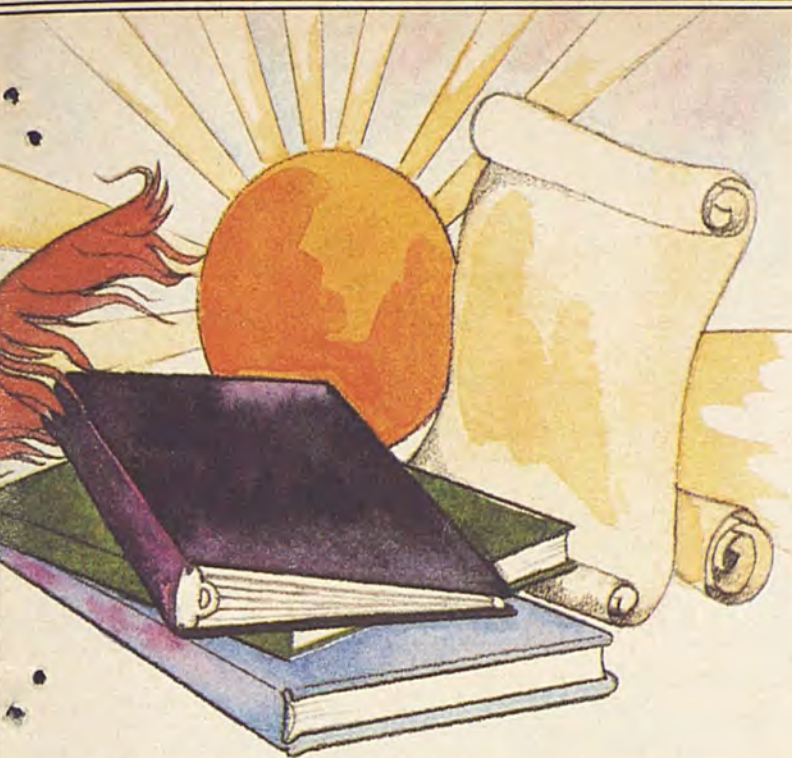
Another growing specialty is computer security. As more information, much of it confidential, is filed in computers, guarding the stored data becomes crucial. The threat may be most pressing in the business world, where white-collar crime has gone electronic. The security specialist is a computer expert with a sharp, analytical eye and a good background in business techniques. For now, these specialists work mainly for government agencies and universities. But the greatest demand for security specialists is expected in the business world, especially as automatic banking machines become more widespread.

Meanwhile, the demand for computer programmers may actually decline as technical innovations allow more consumers to program and operate their own machines.

Social Services New Market for Lawyers

Relief may be at hand for the current bumper crop of law school graduates. Law school admissions have tripled since 1963, and this year more than 30,000 law grads will compete for only 21,000 jobs. But two big changes in the legal field are likely to increase demand for lawyers.

No-frills law offices and prepaid group legal plans are allowing lawyers to reach a largely untapped market—the middle-income client.



Education

Teaching Older Students

While the number of younger students is leveling off in this country, the enrollment of older students has skyrocketed—more than doubling since 1970. And by 1980, these senior scholars are expected to account for 40 percent of the campus population. That's why the best opportunities in the overcrowded teacher's market will be in areas of higher education that serve this older student group.

Many of the older collegians will be seeking occupational development, so demand will be high for those courses closely tied to the working world—federal tax trends, everyday law, business English, estate planning and real estate. Other students will be looking for cultural and intellectual enrichment with courses ranging from European cuisine to philosophy to bluegrass banjo—as well as traditional studies in philosophy, psychology, history, economics and science. That's why more teachers will be needed in all of these areas, especially at the community college level.

In addition to these two developments, prospective teachers shouldn't overlook other subject areas where there might be spotty shortages—industrial arts, vocational skills, mathematics and sciences—and should check out some geographic areas, especially the Spanish-speaking sections of the U.S., where bilingual teachers are in short supply.

These two innovations permit law firms to cut their own costs and offer services at moderate rates. And since the Supreme Court lifted the ban on advertising by lawyers, the news of lower-cost legal services is reaching a broader audience.

Hundreds of storefront firms, usually called "legal clinics," are now specializing in routine legal services offered at cut-rate prices. At one Cleveland storefront firm, for example, the fee for a no-fault divorce is \$200. At conventional firms in the area, the same service runs \$400 to \$750. The lower-priced firms are receiving enthusiastic response all over the country.

Prepaid legal plans are also drawing on a greater pool of clients. Right now, more than two million American families, largely blue-collar or middle-income people, benefit from prepaid legal programs which operate much like medical group insurance plans. In some states, the programs are fast becoming a major industry—creating more jobs for new lawyers.

Engineering

No Shortage of Energy Jobs

Engineers in energy-related fields can expect plentiful job offers both now and in the foreseeable future. In fact, the search for new and more efficient forms of energy is causing oil companies to boost their starting salaries for new petroleum engineers to \$1,645 a month, the highest pay for any specialty.

The U.S. Department of Energy is spending more than \$273 million a year to develop potential sources of energy that can supplement diminishing supplies. The solar industry, now in its infancy, is also expected to boom, depending on support from government and industry. Although statistics aren't available, the industry is growing currently at the rate of about 500 percent a year. In the words of one solar spokesman, a solar engineering degree is currently a license to starve—but forecasters expect that situation to change dramatically in the coming years.

Many colleges and universities are preparing for the expected need by offering courses in solar engineering, and at least a dozen offer a four-year degree program in this specialized area.

Business

Personnel Jobs Gain Ground

Once upon a time, the personnel department was the graveyard of the business world. Workers were expected to process application forms and cherish few hopes for advancement. No longer. The rapid increase in job discrimination suits, pension laws, federal regulations, and labor disputes has made the personnel worker's job more demanding and more important to the company than ever before.

Big corporations often have a sizable staff of personnel specialists who handle recruiting, employee counseling, psychological testing, wage and salary administration, training, affirmative action, fringe benefits, and compliance with government regulations. Training in business or personnel administration can be good preparation for entry-level jobs—but the personnel field is still open to ambitious graduates with liberal arts degrees.

Advancement often requires more education, however. Highly paid negotiators who handle collective bargaining contracts often hold either a law degree or a master's in industrial relations.

One thing seems clear, though: the personnel department is no longer a corporate backwater. In fact, some companies have decorated their top personnel staffer with the lofty title of Vice President for Human Resources. ■

Gina Pera is an editorial assistant for 13-30 Corporation.

Journalist.

\$8,000-\$10,000 P

Newspapers, magazines, book publishers, radio and TV stations, and some private companies hire journalists. Competition is especially stiff for newspaper reporters.

Marketing Researcher.

\$11,000-\$15,000 X

Manufacturing companies, advertising agencies and independent research organizations have largest number of marketing researchers.

Medical Technologist.

\$10,400-\$10,800 G

Most work in hospital labs; others hired by independent labs, clinics, public health agencies.

Rehabilitation Counselor.

\$10,400-\$14,000 G

Majority work in state and local rehabilitation agencies.

Securities Sales Worker.

\$7,800-\$10,200* G

Most jobs in large cities. Opportunities best for those willing to learn all aspects of the securities business.

*Salary is during training only. After training commissions can reach \$25,000 or higher—depending on ability and luck.

Social Worker.

\$9,500-\$12,000 G/H

Opportunities good for those with advanced degrees; increasing competition for bachelor's-degree holders. Due to budget cuts in many cities, job prospects may be better in small towns and rural areas.

Systems Analyst.

\$12,800-\$13,200 X

Majority work for manufacturing firms, banks, insurance companies, and data processing service organizations in urban areas of the Midwest and Northeast.

Urban Planner.

\$11,000-\$14,000 G

Many employed by city, county or regional planning agencies. State and federal departments dealing with housing, transportation, and environmental protection employ a growing number.

Wholesale Trade Sales Worker.

\$9,500-\$12,000 G

Wholesale houses usually found in cities, but sales workers assigned territories may be located in any section of the country. ■



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ACCELERATION**



**EXCELLENT
FUEL ECONOMY**



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Performance is what Ford Fiesta is all about. With front wheel drive and Michelin steel-belted radials to help take you up hills, through mud and over ice and snow.

Rack and pinion steering for direct response. And acceleration that will absolutely move you. In Ford tests, 1978 Fiestas accelerated from 0 to 50 MPH in an average of about 9 seconds. And their front disc brakes brought them from 50 to 0 MPH in an average of 3.3 seconds.

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Fiesta gives you excellent fuel economy. EPA estimated mpg: 28. Hwy. estimate: 39 mpg. Compare this to other cars. Mileage may differ depending on speed, weather and trip length. Calif. mpg

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